

CITES

2019 MAFWA Committee Report

Carolyn Caldwell

MAFWA CITES Representative



2019 MAFWA Committee Report on the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)

MEETINGS TIME & PLACE

(meetings that were attended by at least one CITES Technical Work Group Representative)

CITES 30th Animals Committee Meeting, July 2018; Geneva, Switzerland

AFWA Annual Meeting, September 2018; Tampa, FL

Joint State/Federal CITES Meeting & AFWA International Relations Committee

CITES 70th Standing Committee Meeting, October 2018; Sochi, Russian Federation

84th North American Wildlife & Natural Resource Conference, March 2019; Denver, CO

CITES Technical Work Group Meeting & AFWA International Relations Committee

Joint State/Federal CITES Meeting, March 2019; Falls Church, VA

Trilateral Committee for Wildlife & Ecosystem Conservation, April 2019; Victoria, Canada

CITES Interagency Coordination Committee, hosted quarterly by USFWS in Washington DC

CITES Technical Work Group also conducted business via numerous conference calls

CITES TECHNICAL WORK GROUP REPRESENTATIVES

Carolyn Caldwell- MAFWA (MAFWA CITES Technical Work Group Representative)

Michael Bednarski-NEAFWA (Virginia Department of Game and Inland Fisheries)

Buddy Baker- SEAFWA (Louisiana Department of Wildlife & Fisheries)

Jim deVos- WAFWA (Arizona Game & Fish Department)

Deborah Hahn- Association of Fish & Wildlife Agencies

Rick Jacobson- U.S. CITES Delegate Representing the State Fish & Wildlife Agencies and
International Relations Committee Co-Chair (Connecticut Department of Energy &
Environmental Protection)

CITES OVERVIEW

The Convention on the International Trade in Endangered Species of Wild Flora and Fauna (CITES) is an international trade agreement among 183 countries to ensure that international trade in specimens of wild animals and plants does not threaten species' survival. CITES works by subjecting international trade in specimens of selected species to certain controls. These require that all imports, exports, re-exports, and introductions from the sea of species covered by CITES have to be authorized. The species covered by CITES are listed in three Appendices, according to the degree of protection they need. Appendix I includes species threatened with extinction. Trade in specimens of these species is only permitted in exceptional circumstances. Appendix II includes species not necessarily threatened with extinction, but for whom trade must be controlled in order to avoid utilization incompatible with their survival. Appendix III contains species that are protected in at least one country, which has asked other CITES countries for assistance in documenting trade.

The U.S. Fish and Wildlife Service (USFWS), Office of International Affairs, administers CITES for the United States. The USFWS solicits input and feedback on issues of importance from the state fish and wildlife agencies through the CITES Technical Work Group of the International Relations Committee of AFWA. The Technical Work Group consists of one representative from each of the four regional associations who work on behalf of states in concert with the USFWS on CITES matters. This state-federal partnership has been effectively working since 1994.

EXECUTIVE SUMMARY OVERVIEW

CITES updates presented in greater detail include: 1) CITES 18th Conference of the Parties Postponed; 2) Trilateral Trade and Enforcement Workshop to Support the Legal and Sustainable Trade in Turtles/Tortoises; 3) American Ginseng (*Panax quinquefolius*); 4) USFWS Law Enforcement Management Information System (LEMIS) and the CITES Trade Database; and 5) Michael Bednarski Appointed as the NEAFA CITES Technical Work Group Representative.

DIRECTOR ACTION ITEM

No action Items at this time.

DIRECTOR INFORMATION ITEMS

CITES 18th Conference of the Parties Postponed

The CITES 18th Conference of the Parties (CoP) was scheduled to take place from 23 May to 3 June in Colombo, Sri Lanka. Following the tragic events which occurred in Sri Lanka on April 21st, the CITES Secretariat announced on April 26th the meeting would be postponed. The CITES Secretariat is liaising with the United Nations Department of Safety and Security to assess if it is possible to enact an appropriate security plan to hold the meeting later this summer in Sri Lanka or if another host country will need to be identified. Because 1,500-2,000 persons from 150+ countries participate in the CoP meeting, finding an appropriately sized venue, arranging all the meeting logistics, and ensuring adequate accommodations are available will be a challenge. Until we learn more about the meeting dates and location, our Technical Work Group cannot determine who will participate.

As you know, our Work Group participation helps ensure that the views of U.S. state fish and wildlife agencies and, where applicable, the Canadian Provinces and Territories are considered in CoP deliberations and decisions, and included as part of the positions of the U.S. government. Prior to the meeting being postponed the full agenda had been finalized. Fauna proposals for native species to the U.S., Canada, and Mexico include listing considerations for the Black Teatfish (*Holothuria (Microthele) whitmaei*), Long and Shortfin Mako Sharks (*Isurus oxyrinchus* and *Isurus paucus*), and the American crocodile (*Crocodylus acutus*) in Appendix II. In addition to species proposals, there are more than 100 overarching agenda items to be considered at the meeting. We have been engaged in a number of these including: the CITES Strategic Vision post-2020, rural communities, CITES and livelihoods, purpose codes, traceability, simplified procedures for permits and certificates, American ginseng, sturgeon and paddlefish, eels, and tortoises and freshwater turtles. Equally important will be the continued development of relationships with CITES partners and the promotion of sustainable use principles for the management and conservation of species around the globe.

Trilateral Trade and Enforcement Workshop to Support the Legal and Sustainable Trade in Turtles/Tortoises

A workshop entitled, "Trilateral trade and enforcement workshop to support the legal and sustainable trade in turtles/tortoises" organized by the Commission for Environmental Cooperation (CEC) was held in Miami October 24-26, 2018 with 18 participants from the U.S. and similar representation from Canada and Mexico. The workshop focused on 12 previously prioritized species listed in CITES Appendix II. Topics covered during the workshop related to conservation, management, and enforcement needs with sessions focusing on turtle life histories, sustainable trade and harvest, captive breeding, law enforcement and a CITES overview. Participants tried to better understand how the three countries addressed trade in tortoises and freshwater turtles in the context of CITES and how to increase cooperation between the countries. There was also a half

day tour of the USFWS Wildlife Inspection Facility at the Port of Miami with on-site discussions about inspection methods and challenges associated with wildlife trade and enforcement. A closed-

12 Priority Species	Scientific Name	Range
Spotted turtle	<i>Clemmys guttata</i>	CAN, USA
Central American river turtle	<i>Dermatemys mawii</i>	MX
Blanding's turtle	<i>Emydoidea blandingii</i>	CAN, USA
Wood turtle	<i>Glyptemys insculpta</i>	CAN, USA
Mojave Desert tortoise	<i>Gopherus agassizii</i>	USA
Texas tortoise	<i>Gopherus berlandieri</i>	MX, USA
Sonoran Desert tortoise	<i>Gopherus morafkai</i>	MX, USA
Gopher tortoise	<i>Gopherus polyphemus</i>	USA
Diamondback terrapin	<i>Malaclemys terrapin</i>	USA
Eastern Box turtle	<i>Terrapene carolina</i>	CAN, MX, USA
Spotted Box turtle	<i>Terrapene nelsoni</i>	MX
Western Box turtle	<i>Terrapene ornata</i>	MX, USA

door session occurred at the workshop so enforcement personnel from all three countries could discuss sensitive and confidential issues.

Although the workshop focused on identifying how legal and sustainable trade may be facilitated and promoted under CITES, the magnitude of global illegal

trade also factored into the discussions. Attendees brainstormed a wide variety of ideas that may help promote increased effectiveness of sustainable legal trade, as well as outlined suggestions and recommendations for addressing illegal trade. The workshop helped to build relationships between participants from the three countries working in vastly different capacities (e.g., government agency personnel, biologists, university researchers, enforcement agents, etc.). In late January, a draft workshop report was circulated and reviewed by tri-national CITES staffs with substantial revisions requested by the U.S. and Canada. We anticipate the USFWS will be given an opportunity to review the revised draft but have not learned when that might occur.

American Ginseng (*Panax quinquefolius*)

The harvest of wild American ginseng (*Panax quinquefolius*) root for international trade began in North America in the mid-1700s. Ginseng root is exported in larger volumes than any other native CITES plant species. The majority of American ginseng harvested is exported to China. Due to concerns of over-harvest of ginseng root for international trade it was included in CITES Appendix II in 1975. The USFWS Office of International Affairs Division of Scientific Authority hosted a meeting in July 2017 with State Agency Coordinators responsible for administering American ginseng programs. The meeting discussed the management and conservation of wild ginseng, and steps to improve the long-term sustainability of ginseng. An outcome of the meeting was the formation of issue-focused working groups on enforcement, regulatory, biology and outreach composed of representatives of the States, Tribes, and the USFWS. During 2018, the Working Groups held conference calls and drafted recommendations designed to improve legal and sustainable harvest of ginseng. The Working Groups shared these recommendations in October with all the State Ginseng Coordinators and a webinar will occur in the next month to finalize the recommendations and identify next steps.

USFWS Law Enforcement Management Information System (LEMIS) and the CITES Trade Database

The USFWS maintains records of all known U.S. imports and exports of turtles in the Law Enforcement Information and Management System (LEMIS). These records typically include the species, their source (wild-caught, captive-bred, ranched, unknown), a description ("live", or body parts or specimens), quantity, purpose (commercial, scientific, captive propagation), and port of export. LEMIS data differs from the CITES Trade Database in that all species are recorded in LEMIS. The CITES Trade Database contains only data from shipments of species that are listed in Appendix I, II, or III. The CITES Technical Work Group has been working with the USFWS CITES

staff to identify ways to utilize the databases to find significant changes or trends in individual species trade data so the state fish and wildlife agencies can be proactive in their management approaches to help ensure sustainable trade and conservation of wild populations.

Michael Bednarski Appointed as the NEAFWA CITES Technical Work Group Representative

Earlier this year, Rick Jacobson who served as the NEAFWA CITES Technical Work Group Representative, was appointed as the Co-Chair of AFWA’s International Relations Committee and represents the 50 State Fish and Wildlife Agencies as an official member of the U.S. CITES Delegation. In March, Michael Bednarski Chief of the Aquatic Wildlife Resources Division for the Virginia Department of Game and Inland Fisheries was selected as the next NEAFWA CITES Technical Work Group Representative. Dr. Bednarski has worked for the Virginia Department of Game and Inland Fisheries since 2016. From 2012 to 2016 he worked for the Massachusetts Division of Marine Fisheries as a Diadromous Fish Biologist and as a Stock Assessment Specialist. He received a B.S. degree in Environmental and Forest Biology from the State University of New York College of Environmental Science and Forestry in 2005, an M.A. in Biology from the City University of New York-Queens College in 2007, and a Ph.D. in Forestry and Natural Resources from the University of Georgia in 2012.

TIME & PLACE OF NEXT MEETING

CITES 18th Conference of the Parties, date and location yet to be determined

Respectfully submitted by,

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Feral Swine

2019 MAFWA Committee Report

Clint McCoy

Wildlife Research Biologist



Feral Swine Committee Report



- **Annual Committee Meeting**
 - March 28, 2019
 - Mississippi State University
 - At the 3rd National Wild Pig Task Force meeting (which directly followed the 2019 Wildlife Damage Management Conference)
 - Held jointly with SEAFWA Wild Hog Working Group
- **Attending member states**
 - IN, KY, MO, MN

Feral Swine Committee Report



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- **Attending member states**
 - IN, KY, MO, MN
- **Notable discussion**
 - States generally rely on partnership with USDA-APHIS-WS to implement feral swine removal
 - Removals continue to increase in some heavily populated Midwest states (KS, MO)
 - Significant reductions in some states with lower/isolated populations
 - Farm Bill funding for feral swine control increased to \$75 million
 - Split between NRCS and APHIS

Feral Swine Committee Report



- **Director Information Item**

- Mississippi State can no longer support the International Wild Pig Conference (IWPC) and National Wild Pig Task Force (NWPTF)
 - Maintain website
 - Host and organize conferences/meetings
- Proposal from Berryman Institute to permanently house NWPTF
 - Organize IWPC
 - Handle NWPTF communications
 - Maintain joint website for NWPTF/IWPC

Feral Swine Committee Report



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Funding mechanism

- NWPTF promised temporary funding (\$20K/yr) allow time to secure more permanent funding sources
- Regional membership dues? (SEAFWA, MAFWA, etc.)

Asking MAFWA Directors to consider this idea for funding (group membership dues) and advise Committee how this might be pursued

MAFWA Ad-hoc Feral Swine Committee – 2019 Annual Report

Complied and Submitted by Steven E. Backs, Chr., MAFWA Ad-hoc Feral Swine Committee 5/10/2019



Wild pigs rooting in Kentucky *Submitted by T. Brunjes, KY Department of Fish and Wildlife Resources*

The Midwest Association of Fish and Wildlife Agencies established the Midwest Ad-hoc Feral Swine Committee (MFSC) in 2013. The purpose of the feral swine committee is to further MAFWA's function of promoting the conservation and management of wildlife resources in the face of rapidly expanding feral swine populations which directly endanger those wildlife resources. The Committee is to collect and compare feral swine information among the member states/provinces, and to provide management and policy recommendations to the Directors of MAFWA.

MISSION: Develop results-driven and science-based management actions to prevent the introduction and spread of feral swine and promote the eradication of existing populations of these animals in the Midwest.

CHARGES:

- 1) Develop management plans for feral swine based on sound scientific and proven methods.
- 2) Promote and encourage research on economically feasible and effective methods of feral swine control.
- 3) Encourage uniform policies on the translocation and interstate movement of feral swine.
- 4) Discuss the role of federal entities in the control of feral swine in the Midwest.
- 5) Encourage partnerships among states and between state and federal entities to unify the battle against the spread of feral swine.
- 6) Advise the MAFWA Directors on issues relating to feral swine policy, inform the Directors of committee actions and execute any directives given by them.

MAFWA Ad Hoc Feral Swine Committee 2019 Annual Meeting/Progress Report

Meeting Time and Place: March 28, 2019 at the 3rd National Wild Pig Task Force (NWPTF) Meeting post the 2019 Wildlife Damage Management Conference (3/25-27), Mississippi State University (MSU), Starksville.

Attendance: Steve Backs, IN, Chr.; Terry Brunjes, Kentucky; Alan Leary, MO; Eric Nelson, MN.

Summary: The MAFWA Feral Swine Committee and the Southeast Association of Fish and Wildlife Agencies (SEFWA) Wild Hog Working Group met jointly as part of the agenda of the National Wild Pig Task Force meeting that was held the day after the 2019 Wildlife Damage Conference hosted by Mississippi State University. The NWPTF meeting agenda is attached to the end of this report. Both MAFWA and SEFWA member states are generally relying on cooperative partnerships with USDA-APHIS-Wildlife Services (USDA-AHPIS-WS) to implement feral swine/wild pig elimination efforts funded under the 2014 Farm Bill, recently reauthorized under the 2018 Farm Bill with significant increases in funding and scope. Unfortunately, the Canadian provinces do not have access to these funds nor the assistance of USDA-AHPIS-WS through the National Feral Swine Damage Management Program (NFSDMP). The extent of State agency partnerships varies considerably from in-kind services to actual state agency funding and dedication of agency personnel time, generally related to the level of the wild pig problem and issues within the respective states.

The Farm Bill funding for the NFSDMP has provided USDA-AHPIS-WS with additional personnel dedicated solely to wild pig elimination, equipment, and tools (e.g., aerial shooting, GPS “Judas” collars) and previously unavailable to most states. The number of feral swine/wild pigs removed continues to increase in the more heavily wild pig populated states in the Midwest, with significant reductions in wild pig numbers and distributions in some Midwest states with lower pig numbers. Nationally, four states have moved into the “elimination phase” (e.g., IN) while five states are now in “detection” mode (no known established pig populations but remaining vigilant to any new populations of wild pigs, e.g., IL, MI). In contrast, hunters in Mississippi killed more wild pigs (200K+), exceeding the MS annual white-tail deer harvest.

Under the newly authorized Farm Bill funding for the NFSDMP was increased from \$20 million to \$75 million, to be evenly split between USDA-AHPIS-WS and the USDA Natural Resources Conservation Service (NRCS). How this increased funding will be implemented on the ground is still being determined. Because the NRCS has not been a visible participant in the wild pig elimination effort to date, there are still concerns the funding split will detract, or inadvertently thwart ongoing successful efforts to eliminate wild pigs. There is some hope, that the increased Farm Bill funding and its e-allocation, might provide for some type of grants to the State Wildlife Agency partners, who up to now have often absorbed the costs of the wild pig elimination efforts within existing budgets. This would be especially beneficial as pig densities decrease further in Midwest states raising the relative costs of pigs eliminated due to diminishing returns.

Besides the internal networking of the MAFWA Feral Swine Committee (MFSC), the continual exchange of information on effective removal techniques has been greatly facilitated through the technical presentations at International Wild Pig Conferences (IWPC) held in even numbered years and the NWPTF meetings held in odd numbered years. The IWPC and the NWPTF meetings are the primary source of acquiring the rapidly evolving state of knowledge pertaining to wild pig research, management, and elimination techniques long before the information finally surfaces in technical publications. The MFSC annual meetings, in recent years, were scheduled to coincide with the IWPC and NWPTF to enhance the overall exchange of information related to the wild pig issues and hopefully accelerate their elimination from the Midwest region.

The resistance and lack of cooperation by some landowners continues to be an obstacle to eliminating wild pigs, essentially creating ‘wild pig refuges’ or source populations that eventually disperse back into areas where pig removal was successful. The paradox is that some of these uncooperative, “recreation” type landowners are also recipients of State and Federal incentives for conservation practices or easements. Another chronic and growing problem facing all States and Provinces is the apparent abandonment, poorly confined, or illegally released pot-bellied, Heritage, Heirloom pigs or hybrids thereof. Inherent to their existence, are issues related to their legal definition or status within a

respective jurisdiction often compromise removal or elimination. Many municipal animal control personnel are reluctant to deal with these pigs and occasionally these pigs develop a social media following of sympathizers. Unfortunately, the pigs will persist as free-ranging populations, will cause damage to native flora and fauna, residential lawns, or agricultural row crops and are potential disease sources. Fortunately, if removal is possible, their general lack of wariness due to their likely origin facilitates removal but often takes limited personnel time and resources away from the more critical feral swine/wild pig problems.

Director Action Items: Charge 1: Begin development of a broad Midwest feral swine management plan based on sound scientific and proven methods. The MFSC continues to table this charge due to the continual evolution of more effective wild pig control techniques, ever increasing and fast evolving body of knowledge from ongoing research, increasing efforts of the (USDA-AHPIS-WS), and recent development of the NWPTF. Charges 2-6 are being accomplished through continued networking among the Committee representatives, attendance at the IWPC and representative participation in the NWPTF.

Director Information Items: The value of the information exchanged at the IWPC and NWPTF meetings is invaluable to keeping abreast of the rapidly evolving “state of the art and science” of wild pig population control and hopefully, eventual elimination. The MFSC encourages providing support for representative attendance at both the IWPC and NWPTF meetings when possible, recognizing that participation of all MFSC representatives is beyond their primary or even secondary job responsibilities. Recently, Mississippi State University indicated that due to some restructuring that it will no longer be able to organize and host the IWPC and NWPTF meetings or the respective web site as it has for over a decade. The NWPTF is examining a proposal from The Berryman Institute at Utah State University to permanently house the NWPTF and organize the IWPC’s, handle various NWPTF communications, and maintain the joint web site for NWPTF/IWPC. The NWPTF was promised some temporary funding (\$20K/Year) to allow the NWPTF time to secure more permanent collective funding sources.

One proposed funding mechanism is to secure membership funding in the form of a group or regional organization level dues from SEFWA and MAFWA. The NWPTF is developing a list of accomplishments and products while also exploring the proposal with The Berryman Institute to develop a list of future “deliverables”. The MAFWA Feral Swine Committee would like the MAFWA Directors to consider this proposed group membership dues proposal and advise the Committee how this might be pursued.

Time and Place of Next Meeting: Tentatively set for the 2020 International Wild Pig Conference scheduled for April 6-9, 2020 near Jacksonville, Florida and hosted by University of Florida.

MAFWA Ad Hoc Feral Swine Committee – State Representatives

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State/Province Status Reports Submitted

Indiana (submitted by S. E. Backs)

SDA-WS technicians working on the wild pig elimination project during the 2018 calendar year removed 77 wild pigs (compared to 226 in 2017; 130 in 2016) from the primary wild pig range in Indiana using a variety of techniques: aerial shooting (10); selective or sharp shooting (18); trapping (49) with 4 field technicians. Tissue samples were collected from euthanized wild pigs and submitted for disease testing (Classical swine fever and toxoplasmosis - 18 samples) and genetic DNA profiling (28) at the USDA-WS labs in Colorado. Shortly before the November 2018 deer firearms season, 6-7 free-ranging pigs were observed in northwest Indiana that apparently were traced back to the escape of domestic pigs in Illinois. At least 2 of the pigs were killed on an Indiana Fish and Wildlife Area by agency personnel and another was taken by a nearby landowner. No further reports of free-ranging pigs has occurred since the initial reports.

The removal of wild pigs by non-cooperating landowners or incidental shooting by hunters is unknown. The existence of "wild pig refuges" created by uncooperative landowners, generally for recreational hunting purposes (e.g., primary deer hunting leases), continues to be an obstacle to more effective overall pig removal. The refuges often serve as "source" populations replenishing the population voids created agency control efforts. The proliferation of free-ranging pot-bellied or "Heritage" pig reports around the state has become more of an administrative nuisance and unnecessary waste of limited personnel investigation time. Most pot-bellied, Heritage, and related hybrid pigs appear to be either illegally abandoned, escaped, or poorly confined pets or hobby animals. Free-ranging swine of all types can generally be destroyed on sight in Indiana with landowner permission, possession of a live wild pig and pursuit with dogs is not allowed. Wild pigs are on the list of invasive species in Indiana.

Iowa (Submitted by Jim Coffey)

The responsibility of State Feral Hog Coordinator falls under the forest wildlife program for the Iowa Department of Natural Resources (DNR). Jim Coffey is the contact person for the agency. This position is located out of the Chariton Research Station in Chariton Iowa. The Iowa DNR remains the coordinating agency for feral hog incidents working with several other State and Federal agencies. USDA wildlife services will continue to take a lead role on eradication and disease testing of located animals. The Iowa DNR depredation team and local conservation officers will assist when needed.

The 2018 calendar year ended with four reports of eight wild hogs across the state. Reports came from three separate counties. Of the eight hogs 4 were killed. The counties in question are scattered around the state indicating that most of these are isolated incidents relating to escaped or purposefully released hogs. Several unconfirmed sightings were also reported. Field investigation did not reveal any wild animals in these areas. Many of the hog sightings in Iowa continue to be uncontrolled pet pigs or escaped farm animals that are recovered.

Kansas (Submitted by S. Hesting, KDWP and Curran Salter, USDA/APHIS/WS/KS)

We removed 563 feral pigs from the state in 2018. The following is a breakdown of our take in the areas we are working and a brief summary: Cowley/Chautauqua/Montgomery (184 total); 70 Aerial; 114 Trapping/Night Vision

Effort along the Oklahoma border in this area will be ongoing for the foreseeable future. We have been conducting control work in this area for 5 years and have been successful at keeping feral pig densities very low. We placed a GPS collar on a sow in this area to learn about movements and preferred habitat. She was collared in late September and is still providing us with data.

This is approximately a 100 mile stretch of border and constant surveillance and monitoring are required. We have had a little bit of a push in the Kaw WMA area south of Ark City recently and we are working with OK WS to be able to fly across the state line.

Cherokee/Labette (24 total); 24 Trapping/Night Vision

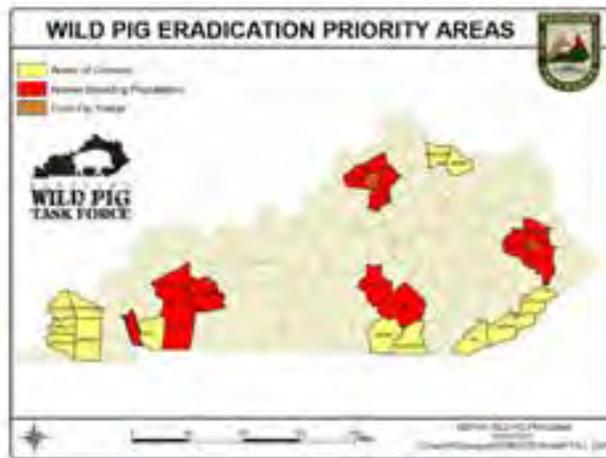
Pig densities are very low at the moment but we feel this area will also require a future sustained control effort as well. Landowner cooperation has been good and many of them are aware of the problem as they have heard the damage complaints from just across the state line. Just driving across the state line a mile or two one can easily see hog damage to agricultural fields from the road. We are aware that OK WS is also doing control work (trapping, aerial hunting etc.) north of Miami Oklahoma which is just a few miles south of the border. This is around a 70 mile stretch of border and will also need constant monitoring and surveillance.

Bourbon/Linn (355 total); 168 Aerial; 187 Trapping/Night Vision

This area has the most pigs of anywhere in the state. We have made progress in certain parts there but the same challenges (thick cedar cover, non-cooperative landowners etc.) remain. We have utilized new technology that allows us to wirelessly trap in areas that have little or no cell reception and this has helped us greatly. We did fly some standing corn in the summer and removed 30 pigs.

On a state-wide view, we are still in excellent shape. We have been successful at keeping populations along the OK border very low so far and expect that trend to stay the same in the near future. As far our take the past few years, it has remained fairly steady. Although last year was our highest ever take (2017 -727 pigs) the trend has generally been that our take has remained consistent (2015-582 pigs, 2016- 605 pigs, 2017 -727 pigs, and 2018 – 563 pigs). I believe we saw a decrease from 2017 to 2018 for several reasons. I truly believe we made some progress in Bourbon County with our trapping efforts in 2017 and we saw the results of that this year. Also, landowners across all these areas are more aware and confident with our program and have become more proactive in letting us know of hog damage. This allows us to move more quickly with our trapping and remove the sounder sooner. Our goal is continue to hold the line in these areas and eradicate any “new” populations that may arise from illegal translocation. These pigs we are taking are very important and without control efforts, the 600 or so pigs we take each year would undoubtedly turn into thousands in a very short time.

Kentucky (submitted by Terri Bunjes)



Kentucky currently has five known breeding populations and five areas of concern, each covering thirteen counties. Joint efforts between USDA Wildlife Services (WS) and Kentucky Department of Fish and Wildlife Resources (KDFWR) resulted in the eradication of 171 wild pigs in 2018. Most breeding populations have been reduced significantly. Our largest wild pig population in north central KY (Henry, Owen, Franklin counties) has been drastically reduced. Agricultural damage was moderate in 2016. However, no reports of agricultural damage were received in 2017 or 2018. Concentrated efforts in this area have only turned up a handful of remaining pigs. We expect full eradication of this area within the next 1-2 years. Two emerging populations on federal lands (Land between the Lakes National Recreation Area (LBL) and Fort Campbell U.S. Army Base, in Christian County) have recently come to our attention. WS and KDFWR are currently collaborating with agency personnel and local officials to develop eradication plans for these areas. KDFWR plans to roll out a media campaign this spring to increase public support for wild pig eradication. Similar to Missouri Department of Conservation's message, our goal is to persuade the public to report wild pig sightings as an alternative to shooting pigs and provide education on the negative effects of wild pig hunting. Although eradication numbers in 2018 were less than half that of 2017, it is indicative of shrinking populations due to the success of trapping efforts and an aggressive campaign that includes monitoring, communication, and increased public support for wild pig removal.

Manitoba (submitted by Janine Stewart)

Wild boar populations are not formally monitored or managed in Manitoba. However, the province is aware of scattered populations, primarily in the southern areas of the province, and most abundantly in and around Spruce Woods Provincial Park. The public is requested to report wild boar sightings to the department of Sustainable Development, but few reports are received annually. In 2017/18, twelve reports of wild boar sightings were received, involving just over 100 wild boar, including nine that were reported harvested.

Manitoba does not have a funded program to remove wild boar from the landscape. Since 2001 Manitoba has been declared a Wild Boar Control Area, which allows residents of the province to shoot wild boar with few restrictions. Harvested wild boar are required to be reported to Manitoba Sustainable Development within seven days, but the reports that are received likely represent only a fraction of the wild boar that are removed.

In 2018, Sustainable Development staff began working collaboratively with a local game and fish club to attempt corral trapping of wild boar sounders. Preliminary results have shown only minor success due to (1) difficulties in locating sounders where landowners are cooperative with trapping efforts, (2) technological difficulties in being able to remotely deploy the corral trap drop-gate, and (3) time constraints due to volunteer labor primarily being used for the project. A final report for the project's first year won't be available until April 30, 2019.

Michigan (submitted by Dwayne Etter)

Summary:

- Made additional strides towards eliminating feral swine from the Upper and Lower Peninsulas.
- Continued research testing eDNA to detect feral swine

Activity and Removal:

We continue to receive a few scattered reports of feral swine throughout the Lower and Upper Peninsulas. Most confirmed reports are potbelly or escaped domestic pigs with only a few confirmed reports of Russian boars. United States Department of Agriculture – Wildlife Services continues to follow up on all reports of free-ranging pigs and they removed 9 feral pigs statewide in 2018.

Because of the low number of voluntary feral swine reports, MDNR asked all hunters registering a deer about feral swine harvests or sightings. This included over 30,000 hunters in 2018, and USDA-WS followed up on any reports of sightings. There were no feral swine reported as being harvested by deer hunters in 2018 although a few reports appeared on social media.

Research:

Use of environmental DNA (eDNA) is an emerging technology for noninvasively detecting animals by testing environmental (e.g., water and soil) samples. To test the efficacy of detecting swine DNA in stream environments, we introduced swine body parts and systematically sampled to 400 meters downstream. We collected additional stream parameters (e.g., turbidity, temperature, velocity) to determine their impact on detecting swine DNA. The top AIC models indicated that the best time of year to sample for swine DNA was winter and spring. Detection also increased with increasing distance downstream from the introduction point (up to the maximum distance we sampled; 400 meters). This technique shows promise as an additional tool for detecting feral swine at low densities.

Minnesota (Submitted by Eric Nelson)

In 2018 Minnesota is still feral swine free. Currently our instances are escaped domestic swine “at large”. We had one incident where swine were found to be living in the wild and removed, follow up monitoring has resulted in no swine being detected. A total of 11 swine at large complaints in 9 different counties were investigated through December of 2018. USDA Wildlife Services staff assisted in 3 site visits in which two they provided monitoring. At one location two swine were shot by the public on private land and surrendered to the department. Samples were taken by USDA Wildlife Services and submitted for analysis.

One report of feral swine resulted in discovery of two male Eurasian wild boar hybrids that were brought into the state illegally for breeding purposes. The state collected samples and genetic analysis was done by USDA Wildlife Services that verified they were Eurasian wild boar hybrids. They also had genetic signatures very typical with wild caught feral swine throughout the southern United States. The two boars and all of their offspring were ordered to be removed from the state by June 30th 2018. They were shipped to a hunting preserve in another state.

One individual, who has for the past 3 years continually allowed his swine to escape and live in the wild, was cited under our feral swine statute in October 2017 and plead not guilty. At the start of a jury trial in March 2018 he changed his plea to guilty. He was fined and sentenced to a 10 day jail stay if found guilty on a second offence.

We are reliant on USDA Wildlife Services to conduct all swine removal activities. Our DNR Division of Fish and Wildlife is funded by license fees so we do not have a funding mechanism to remove swine at large and living in the wild. An interagency feral swine committee is updating a draft feral swine response plan for the state with lessons learned from our first conviction under this statute as well as issues with Eurasian wild boars. The committee is composed of staff

from Minnesota DNR Division of Fish & Wildlife and Ecological & Water Resources, USDA Wildlife Services, and Minnesota Board of Animal Health.

Missouri (Submitted by Alan Leery)

In July 2017 the Missouri Feral Hog Partnership (a group of 11 state and federal agencies dedicated to eliminating feral hogs from Missouri) completed a Statewide Strategic Plan for Feral Hog Elimination in Missouri. The Plan divides the state into Elimination Areas and calls for the addition of full time trappers in each of those areas. The Missouri Department of Conservation's Commission approved \$1.8 million in the 2018 Fiscal Year budget to fully fund the Plan. The Conservation Department (MDC) signed a cooperative agreement with the US Department of Agriculture – Wildlife Services (WS) to use this funding to hire full time feral hog trappers and purchase equipment for them as called for in the Plan. MDC funded the plan again for fiscal year 2019. Other members of the Missouri Feral Hog Partnership have also made significant contributions to support the Plan.

In 2018 MDC, WS, and our partners removed over 9,300 feral hogs from the landscape. That is about 2,800 more than we had in any previous year.

MDC also continues to engage in an aggressive outreach campaign to educate the public about feral hogs and the damage they do to our fish, forest, and wildlife resources. These outreach efforts are also aimed at informing landowners that MDC and WS have staff that will assist them if they have feral hog issues on their property. The main message is "Report – Don't Shoot" feral hogs.

Nebraska (Submitted by Sam Wilson)

In 2003 the Nebraska State Legislature enacted statutes that prohibit pig hunting. Nebraska Game and Parks Commission regulations also prohibit the possession or release of wild pigs. These laws and regulations remove any incentive for people to own, move or release feral pigs in the state. The Nebraska Game and Parks Commission is tasked with eliminating feral pigs upon their discovery. Eradication efforts have primarily taken place since 2004. Shooting from a helicopter – in cooperation with Wildlife Services – has proven to be the most successful method of eradication; although other methods such as trapping and shooting over bait are used. We believe the legal framework that removes incentives for people to own or release wild pigs has been the most important factor in allowing for the complete eradication of feral pigs in Nebraska. No feral pigs were removed during 2018 and there is no present research taking place. We do have minor issues with escaped pet (pot-bellied) and domestic pigs but we are not aware of any populations of wild-living feral pigs in Nebraska.

Ohio (submitted by J. Clint McCoy)

USDA Wildlife Services conducted feral swine surveillance and removal efforts on 109 properties totaling 4,789,787 acres of federal, state, and private lands. This effort resulted in the removal of 34 feral swine by means of trapping (32) and the use of specialized firearms (2). A total of 71 biological samples were collected from 30 feral swine. These samples were sent to the National Wildlife Disease Program to monitor zoonotic disease feral swine can carry to further protect people, livestock, and wildlife. All samples were found to be negative for the diseases tested. In calendar year 2018 Wildlife Services (WS) verified a total of \$4,968 of damage caused by feral swine. This was a drastic decrease from 2017 when WS verified \$23,990 and from 2016 were \$42,269 of damage was verified. USDA Wildlife Services conducted 48 outreach sessions via consultations, presentations, exhibits. These outreach efforts provided 381 information leaflets and reached 2,351 individuals including wildlife professionals and members of the general public.

Agendas for 2019 NWPTF and Joint MAFWA/SEFWA Feral Swine/Wild Hog Working Groups Follow:

National Wild Pig Task Force
Meeting Agenda
8:00 AM- 6:00 PM March 28, 2019
Gallery Room at the Mill Convention Center
100 Mercantile Street, Starkville MS 39762

- I. Call to Order, Housekeeping
- II. Roll Call
- III. Old Business
 - a. Officer Election Results
 - b. Financial Report
 - c. Correction of By-laws (minor)
- IV. New Business
 - a. Update from the USDA APHIS WS National Feral Swine Damage Management Program-Dale Nolte, USDA APHIS WS
 - b. Update from the USDA NRCS -TBD
 - c. Update from USDA NWRC on Sodium Nitrite -Kurt Verecauteren/ Nate Snow
USDA APHIS NWRC/ Justin Foster, Texas Parks and Wildlife Department
 - d. Update on USDA APHIS Kaput® Feral Hog Bait testing- Jim Beasley, University of GA Savannah River Ecology Laboratory
 - e. Update on Independent Testing of Pig Toxicant Feeders- Jim LaCour, Louisiana Department of Wildlife and Fisheries/ Matt Chopp, Florida Fish and Wildlife Conservation Commission
 - f. Introduction to Basecamp web tool-Matt Chopp, Florida Fish &Wildlife Conservation Commission
 - g. Berryman Institute Presentation-Jessica Tegt, Berryman Institute
 - h. International Wild Pig Conference 2020- Raoul Boughton, University of Florida – IFAS
 - i. Jacksonville, FL,
 - i. NWPTF/ International Wild Pig Conference Finances
 - j. State Task Forces
 - k. Website
 - l. Comments/ open floor NWPTF membership
 - m. Subcommittee meetings
- V. MAFWA Feral Swine Steering Committee and SEAFWA Wild Hog Working Group

AGENDA

Joint Meeting of the MAFWA Feral Swine Committee & SEAFWA Wild Hog Working Group

During the 3rd National Wild Pig Task Force Meeting
The Mill Conference Center at Mississippi State University
Starkville, Mississippi
March 28, 2019
5:00 p.m. until 6:00 p.m.

5:00 p.m.
(5 min.)

Introductions

5:05 p.m.
(45 min.)

Regional and state updates

- State program updates and highlights
 - New state legislation and/or policy changes
 - Research projects
 - Wild hog toxicants progress
- Control opportunities
 - Feral Swine Eradication and Control Pilot Program (2018 Farm Bill): Connections to state programs
 - Extra-agency customer service ideas (e.g., Soil & Water Conservation Districts)
- A new black bear-resistant products testing program – applications for wild hog toxicants (SEAFWA's WHWG & LCWG)
 - Timeline, deliverables

5:50 p.m.
(10 min)

Wrap-up: Next Steps

- MAFWA FSC
 - TBD - *2020 International Wild Pig Conf. 4/6-9/2020 Florida*
- SEAFWA WHWG
 - Next meeting: The 73rd Annual SEAFWA Conference (October 27-30, 2019 in Hilton Head, SC)
 - Finalize 2019 Annual State Summary Report before September 1
 - Member list: Any contact information updates

6:00 p.m.

Adjourn

Meeting Facilitators: Steven Backs (Indiana Division of Fish & Wildlife) and Matthew Chopp (Florida Fish & Wildlife Conservation Commission)

Hunter and Angler Recruitment and Retention

2019 MAFWA Committee Report

Eric Postell

Outdoor Education Program Administrator



Overview

- **AFWA- R3 & College Student Project**
- **Individual state & partner highlights**



Recruit | Retain | Reactivate

AFWA- R3 & College Student Project

– Goal #1

- Understand the hunting –related beliefs, attitudes and behaviors of college students and evaluate their potential support for hunting

Accomplishments-

- 11,319 surveys collected across 13 state universities
- Currently compiling and analyzing this data
- More detailed report due December 2019
- Data has been presented at some conferences and used to create several publication

AFWA- R3 & College student project

- **Goal #2**

- Evaluate the short and long-term efficacy of R3 programs specifically designed for college students

Accomplishments

- Creation of a detailed agenda for a “Hunting 101” workshop
- Workshops taken place in 5 different states with more offerings this fall.
- Making some strides towards this goal but there has been delay

AFWA- R3 & College student project

- **Delays in achieving Goal #2**
 - Timeline delayed by 6 months due to timing of USFWS funds
 - Challenges with distribution of funds from within NC State

Indiana

- Release an R3 workshop calendar
- Identifying internal challenges and barriers to agency R3 efforts
- Roll out “learn to” curriculum to partners



Iowa

- Let's Go/Fish Local Initiative
- Completed two data dashboards
- Conducted first Field to Fork program



IOWA DEPARTMENT OF
NATURAL RESOURCES

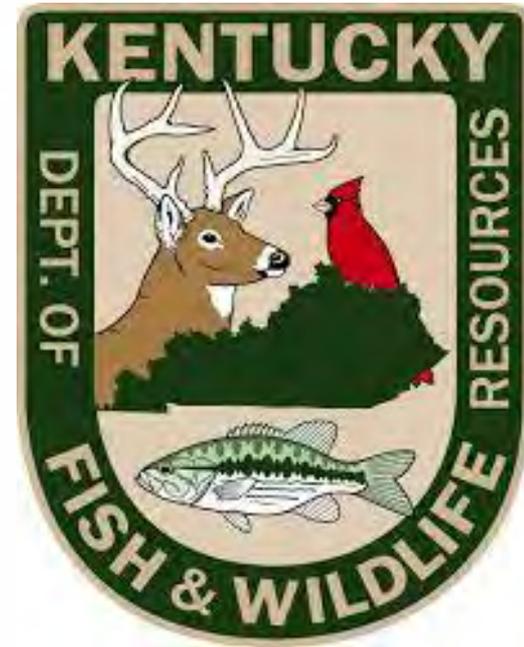
Kansas

- Hired full-time R3 Coordinator
- Held first R3 Summit
- Formed an R3 Committee



Kentucky

- Conducted 3 Field to Fork events
- Co-hosted Fish & Wildlife Outdoor Fair
- Created a marketing plan for 2019



Michigan

- Host bi-weekly R3 staff and partner meetings
- RBFF Grant for Angler R3 Plan
- Launched marketing campaign to target nonresidents



Minnesota

- Developed Minnesota Mentor Network
- \$300K available for next R3 Grant cycle
- Revamped Adult Learn to Hunt Deer 101 & 102 programs



Missouri

- State R3 Plan completed
- Implemented an Event Management System
- Completed data dashboards for 2017 & 2018



Wisconsin

- Shared new Angler R3 brochure
- Email study- resulted in ~\$400K increase in deer hunting license sales
- Implemented an R3 dashboard



Ohio

- Implemented a Participant Registration Platform
- Awarded \$800K in Conservation Club Grants in 2018
- Investing ~ \$13mill in shooting ranges



Partners

- **NWTF- (Ohio)**
 - Hosted internal comment period for R3 Strategic Plan (draft)
 - Consulting on mentor trainings for NGO partners
 - Rolled out new Wild Ohio Harvest Community
- **NWTF- (Nebraska)**
 - Developed standard evaluation questions (Iowa, Virginia and PF)
 - Implemented 3 mentor challenges
 - Host first R3 Summit fall 2019

Partners

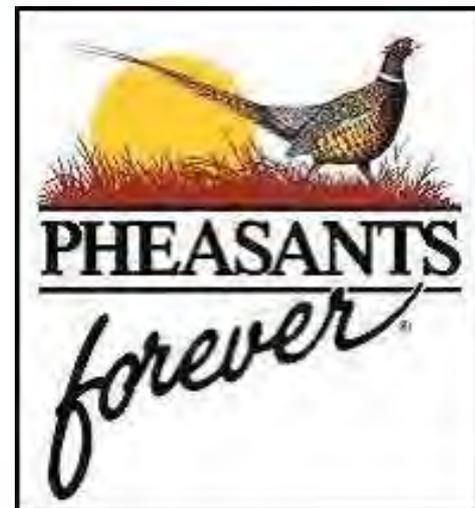
- **NWTF- (Wisconsin)**
- Coordinated & conducted
 - 5 Hunt for Food course
 - 4 Fishing For Dinner course
 - 5 follow-up skills trainings
- Developed mentor training materials with PF staff
- Creation of Fishing for Dinner training materials



Partners

Pheasants Forever (Wisconsin)

- Conducted Hunter Mentor & Train the Trainer
- Virtual hunter mentor training pilot



Archery Trade Association

- ATA Resource Website launched
- Explore Bowhunting & Bowfishing and archery academies





2019 Midwest R3 Report to the MAFWA Directors

State Reports Submitted:	Indiana Iowa Kansas Kentucky Michigan Minnesota Missouri Wisconsin
Partner Reports Submitted:	Archery Trade Association National Wild Turkey Federation (Ohio) National Wild Turkey Federation (Nebraska) National Wild Turkey Federation (Wisconsin) Pheasants Forever (Wisconsin)
	<p style="text-align: center;"><u>R3 Working Group</u> <u>Joint Midwest/Western Association of Fish & Wildlife Agencies - R3 Workshop</u></p> <p>January 5-6, 2019, Tucson, Arizona Attendance: This meeting drew state coordinators, industry representatives and NGOs to the table for discussions on National R3 efforts. As a group, there were 21 state R3 coordinators and 12 state partners developing R3 plans.</p> <p>Executive Summary: Meeting objectives included the following touchpoints:</p> <ul style="list-style-type: none">• Building a regional R3 framework• The status of the R3 movement following the inaugural National R3 Symposium the previous spring• Evaluation of our collective efforts. More work needs to be done to implement evaluation strategies• Engagement strategies• State and Partner Reports <p>This meeting focused primarily on hunting and concerns for its decline run deep among group members. While there are many commonalities between R3 for hunting and R3 for angling it needs to be recognized that they are not the same and that an integrated approach should not suggest that they march lock-step in their strategies.</p>

Highlights:**Indiana**

- The Division of Fish & Wildlife will release their first R3 workshop calendar with the goal of increasing public awareness of R3 events to help us better reach our target audiences (families, females, adults, & locavores) in 2019.
- The R3 coordinators created a report that identified internal challenges and barriers facing the R3 program. The report found that almost all of the challenges and barriers facing the R3 program could be placed under one of eight topics. The report also provided proposed solutions for each of the topics.
- Cooperative R3 Coordinator Position: National Wild Turkey Federation hired an Indiana R3 Coordinator
- Released “Learn to” workshop curriculum: currently, curriculum has been created and released to division staff for hunting & fishing workshops. Curriculum for trapping & shooting is under development.

Iowa

- Developed and evaluated a “Let’s Go/Fish Local” Community-Based R3 Fishing Initiative.
- Completed two data dashboards (2015 & 2016) for hunting. As part of the initial dashboard we received tapestry data (demographics and socioeconomic characteristics) appended to all of our customer records which allowed us to gain some additional insights into who our current hunters are. We recently went out for RFP and have secured Southwick Associates to complete an annual hunting data dashboard along with incorporating a data dive tool for further analysis of our hunter base over the next three years. We will be updating the dashboard annually at the end of each license year. We plan to utilize this information to establish base line metrics for targeted efforts and then utilize this information to determine and prioritize needs so that we can strategically deploy programming and outreach efforts across the state.
- Iowa DNR Shooting Sports Program conducted its first Field to Fork program in October 2018.

Kansas

- Hired Tanna Fanshier as the full-time R3 Coordinator in October of 2018
- Produced Kansas R3 Factsheet and distributed to all agency members to form baseline understanding of the R3 program, challenges, and goals
- Assisted in organizing first Kansas R3 Summit (January 2019)
- Formed Kansas R3 Committee with diverse representation from approximately 30 different organizations, industry members, NGO partners, independent groups, and non-profits to facilitate communication/collaboration and help inform the writing of the Kansas R3 Action Plan, first meeting scheduled for June 8th, 2019
- Starting with Small Game, Guided Squirrel Hunt planned for June 1st, 2019 – participants will get the opportunity to consume wild game harvested

Highlights:**Kentucky**

- R3 staff organized, planned and helped mentor 3 Field to Fork events; Fern Creek Turkey Field to Fork with 16 participants, University of Kentucky Field to Fork Workshop with 6 participants and Double Eagle NWTF Turkey Field to Fork with 21 participants.
- Kentucky has been involved in piloting a NASP® Alumni Association and offered a “NASP® Alumni Shoot” during the State Tournament. The alumni archers were competing for an opportunity to donate NASP® equipment to start a new program at another school of their choice.
- KDFWR along with NASP® co-hosted a “Fish and Wildlife Outdoor Fair” where the 7,000 NASP® archers and approximately 15,000 spectators were given the opportunity to be introduced to a new outdoor adventure.
- Created a marketing plan for 2019 in January outlining marketing strategies/improvements

Michigan

- Awarded the federal grant - Statewide Outreach Efforts for Hunter Education and Shooting Programs.
- Host bi-weekly R3 Coordinator meetings with participation by staff from the DNR, NWTF, PF, Michigan United Conservation Clubs (MUCC), Quality Deer Management Association (QDMA), Backcountry Hunters and Anglers (BHA), and the U.S. Fish and Wildlife Service.
- Awarded a grant through the Recreational Boating and Fishing Foundation to develop an Angler R3 Plan for Michigan
- The DNR launched a marketing campaign in March 2019 to increase license sales to nonresident customers through research-driven, targeted marketing.

Minnesota

- Developed and codified requirements, expectations and benefits of participating in Minnesota Mentor Network in conjunction with previous mentor trainings and contributions from Pheasants Forever
- Round 5 of Minnesota’s R3 Grants cycle was announced in January of 2019 with approximately \$300,000 available for projects to begin July of 2019
- Hired Latinx Fishing and Hunting Skills Outreach Liaison, SE Asian (Karen Community) Outreach Liaison, and Angling Skills Trainer
- Re-vamped Adult Learn to Hunt Deer 101 and 102 Programs and Piloted Adult Learn to Pheasant Hunt with DNR Staff and Learn to Hunt Mentors

Missouri

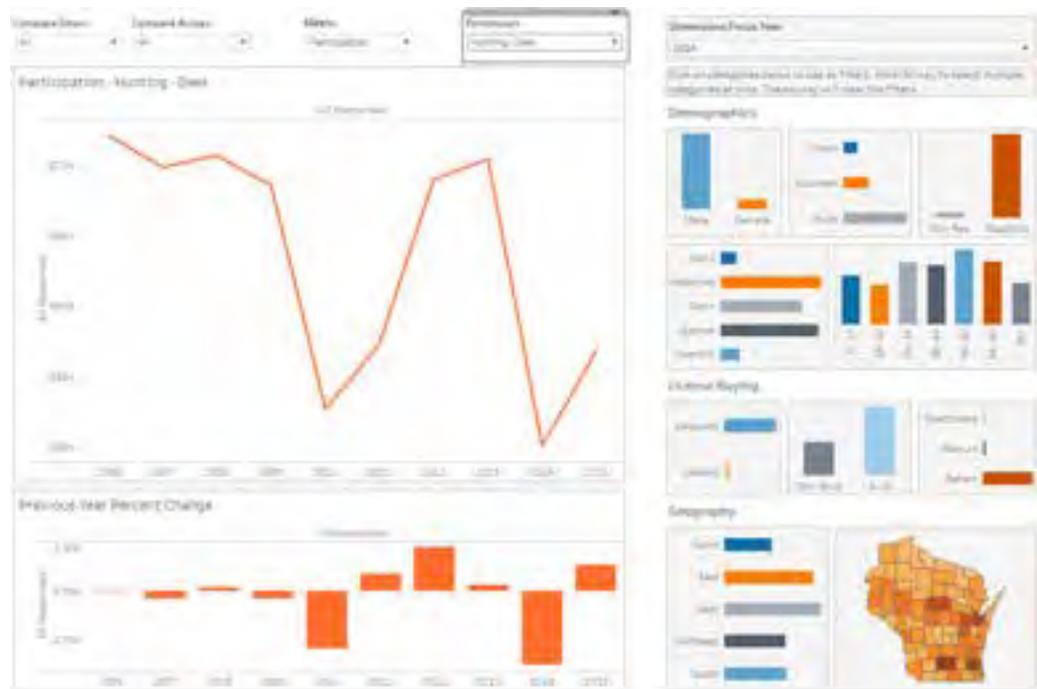
- Missouri’s state R3 plan has been completed and the next step is presenting to partners to integrate their efforts into the plan.

Highlights

- Missouri is now using an event management system for all agency events which integrates with our licensing system which enables us to track participants who attend our events, evaluate our programs, conduct program surveys, and identify pathways participants are taking to other programs or permit purchases.
- Completion of 2017 data dashboard, next dashboard will be 2018.
-

Wisconsin

- Shared new **Angler R3 brochure** that represents an evolution from and expansion of traditional, school-based *Angler Education* to adult-oriented *Fishing for Dinner* program. The images used in the publication project authenticity of diverse target audiences.
- Conducted an email study that resulted in a roughly \$400,000 increase in deer hunting license sales in an experimental group that received license purchase email reminders compared to a control group that did not receive reminders. This study required minimal time and financial investment, and email reminders for license purchases will be a model that we continue to use in the future.
- Wisconsin, like several states, has employed an R3 dashboard enabling R3 staff to explore and evaluate R3 efforts, resources, and potential opportunities by various demographic, geographic, and participation variables. In the screen shot below, all the variables displayed are iterative and can be selected individually or in combination with others.



Archery Trade Association

- Launch of ATA Resource Website to provide access for state agency, educators, instructors, etc. (education materials, marketing, templates)
- Upcoming Explore Bowhunting and Bowfishing workshop in Nebraska Aug 1 and

Highlights:

2.

- IWLA Explore Bowhunting and archery academies in Iowa and Indiana.

National Wild Turkey Federation (Ohio)

- Hosted an internal comment period for the OH R3 Strategic Plan draft with ODNR employees and integrated feedback, December 2018
- Consulting on mentor trainings for NGO partners, to be implemented by ODNR DOW Outdoor Skills Specialists in 2019
- Serving on the Hunting Heritage Strategic Planning Group, developing a strategic plan for R3 NWTF
- Formation and coordination of implementation of Wild Ohio Harvest with communications and marketing, as part of one-stop shop for new learners visiting the ODNR webpage

National Wild Turkey Federation (Nebraska)

- In partnership with Iowa DNR, Virginia DGIF, and National Pheasants Forever, we have developed standard evaluation questions that each organization would ask before and after their hunting and shooting sports programs.
- The Nebraska Game and Parks Commission has implemented three different mentor “competitions” in 2019. These include the following campaigns: Take Em’ Fishing, Take Em’ Hunting, and an internal staff mentoring challenge.
- Hosting first R3 Summit, since hiring their R3 Coordinator for Hunting and Shooting, in August 2019.
- Developing a pilot program to help transition youth from NASP to Bow Fishing

National Wild Turkey Federation (Wisconsin)

- Coordinated and conducted 5 Hunt for Food courses, 4 Fishing For Dinner courses, and 5 follow-up skills trainings
- Partnered with the following organizations in R3 programming: US Fish and Wildlife service, Iowa DNR, Minnesota DNR, Illinois DNR, Viroqua Food Coop, Trout Unlimited, Driftless Angler Fly Shop, Hawkeye Fly Fishers, Quality Deer Management Association, Feather Ridge Game Farm, Westby Rod and Gun Club, Badgerland Pheasant Farm, and LL Bean
- Developed mentor training materials in conjunction with Pheasants Forever staff and presented at the following locations: Amery, Oshkosh, Madison, and La Crosse
- Consulted on creation of Fishing for Dinner training materials

Pheasants Forever (Wisconsin)

- Co-hosted the first combined Hunter Mentor and Train the Trainer training event.
- Attended PF’s R3 working group in Des Moines to discuss the PF R3 Plan, which will serve as a step down from the National R3 Plan developed by CAHSS and

Highlights:

partners.

- Developed a virtual hunter mentor training program to pilot in Wisconsin. This virtual version is a pdf with hyperlinks to videos, presentations, audio, and articles.
- NWTF and I had a very successful meeting with a super group of nine concerned organization leaders (NWTF, PF, QDMA, Farm Table coop, and local sportsmen) to talk about a series of recruitment events. We have set up a Train-the-Trainer follow up and have a series of core Hunt for Food programs identified on a calendar: Turkey, Pheasant, and Deer.

Regional Collaboration Efforts – As requested by MAFWA directors, the R3 Working Group explored ideas for synchronizing some of our efforts in the Midwest.

Representatives from Iowa, Nebraska, and Wisconsin, along with participation from Region 3 USFWS developed several proposals for regional collaboration. These include:

- A regional education and outreach push including print, radio and digital that would display consistent branding to hunters around the region and make a push to shore up a regional (Midwest) pride in our lifestyle choices and conservation actions. We propose using UTM's and tracking pixels...etc. to evaluate the results.
- A regional evaluation/data collection project. We could all agree on what data points we want to collect and compare that they could do so in house or through their own mechanism and then we could come together as a region to discuss and compare. In addition to doing this with our license data as a second part of this project there was a lot of interest in regional pre, post and follow-up surveys.
- Another regional project of interest would be some of the online "Learn to Hunt - Species Specific" classes. Especially within our regions or at least within multiple states within our region a lot of the tactics would be the same and we could have one section of the course be created in a way to be customize-able for state specific information.
- Another project discussed was the development of BMPs/Case Studies/Research for some of our efforts underway especially in regard to Learn to Hunts/Field to Forks/Mentoring Programs. Our partners are constantly coming to us asking what they should do and if we could provide some of these regionally proven cast studies, BMPs, Guidance Documents instead of constantly re-inventing the wheel that would be beneficial.

APPENDIX



2019 Midwest R3 Report to the MAFWA Directors

State:	Indiana Department of Natural Resources
R3 Lead:	Jack Basiger; Hunting, Trapping, and Shooting R3 Lead Clint Kowalik; Angler R3 Lead jbasiger@dnr.in.gov; (317) 233-9382 ckowalik@dnr.in.gov; (317) 234-8441

Significant R3 Effort #1: Annual R3 Workshop Calendar

Starting in 2019, the Division of Fish & Wildlife will release their first R3 workshop calendar with the goal of increasing public awareness of R3 events to help us better reach our target audiences (families, females, adults, & locavores). This new approach will allow the R3 staff to take a more focused approach to the events being conducted by:

- Increasing the number of multi-day workshops
- Linking single day events run by DFW and partners
- Reducing event overlap (same date, area, focus, etc.)
- Maximizing attendance
- Creating a more balanced schedule that offers events throughout the year

Significant R3 Effort #2: Expanding Support for R3 within the Agency

In an effort to expand the internal support of the R3 program, the R3 coordinators created a report that identified internal challenges and barriers facing the R3 program. The report found that almost all of the challenges and barriers facing the R3 program could be placed under one of eight topics. The report also provided proposed solutions for each of the topics. This report was presented to the Division's leadership over the course of multiple meetings. While not all of the proposed solution were accepted, a list of action items and next steps were identified and assigned.

Other R3 Efforts of Interest

- Cooperative R3 Coordinator Position: National Wild Turkey Federation hired an Indiana R3 Coordinator. This position is a three-year term position. This hire was made possible by a contract between IN DNR and NWTF. NWTF's R3 coordinator works out of the Division of Fish & Wildlife's R3 program focusing on hunting, trapping, and shooting and functions as a third coordinator.
- Released "Learn to" workshop curriculum: currently, curriculum has been created and released to division staff for hunting & fishing workshops. Curriculum for trapping & shooting is under development.
- R3 evaluation tools: developed pre, post, & follow-up surveys for R3 participants. These digital surveys will be used to identify who is signing up for workshops, how well the workshops met the participant's (and staff's) expectations and needs, gauging the long-term impacts attending a workshop has on participants.
- Planning Indiana's first R3 Summit (Spring 2019): one day meeting covering hunting, fishing, trapping, & shooting sports with partners from a variety of backgrounds and specialties but who all

have a vested interest in R3.

- Plan Review- evaluated and reported on progress of implementing the Division's R3 Plan (released February 2017). The report was provided to division leadership.
- Participant Data Collection- we have increased data collection by utilizing digital solutions (online forms, tablets, and smartphones). This has helped to reduce data loss, increase data collection rates, manage workshop staffing needs, and increase opportunities to match participants in the licensing system.
- Multi-day Events- worked with staff to increase the number of events that were either designed to be multiple-days or linked one event to another.

Barriers to R3 Efforts

- Program Structure- currently, the R3 program is housed in the Division of Fish & Wildlife and staffs two R3 coordinators, one tasked with hunting, trapping, and shooting sports and one tasked with fishing R3 activities for the division. The coordinators work out of different sections, one in wildlife and one in fisheries and do not share a common supervisor. This structure often causes problems when program wide decisions are needed which has resulted in the creation of multiple R3 committees.
- Coordination- as with many DNRs working outside of the division the R3 program is house in can be difficult since most divisions function as silos focusing their missions and roles. Example: The Hunter Education program and R3 program share many of the same things (funding, participants, and volunteers) but they are housed in different divisions.
- Staffing- the R3 program current staffs two full-time employees tasked with coordinating all hunting, fishing, trapping, and shooting sports R3 activities for the division. The coordinators also work on program design, workshop curriculum, and program evaluation.
- Funding- the R3 program current operates on an annual budget of ~\$325,000 (~\$225,000 with the contract R3 position removed).
- Program Recognition- lack of public awareness, no true "brand", failing to reach "target" audiences.



2019 Midwest R3 Report to the MAFWA Directors

State: Iowa Department of Natural Resources
R3 Lead: Megan Wisecup; Hunter Education Administrator/R3 Coordinator
 Megan.Wisecup@dnr.iowa.gov; (515) 238-4968

Significant R3 Effort #1: “Let’s Go/Fish Local” Community-Based R3 Fishing Initiative

In the spring of 2018, the Iowa DNR created the “Let’s Go/Fish Local” campaign to increase fishing participation in the state’s Des Moines metro area. The goal of the program was to promote fishing locations that were easily accessible for families and encourage people to spend time outdoors in a fun and relaxing pastime. The marketing campaign leveraged the Iowa DNR’s Community Fisheries Program, which is creating partnerships with towns to develop and promote local fishing ponds and retention basins. Along with promoting these opportunities to residents in local communities, the DNR targeted a group of inconsistent and lapsed anglers who resided in these communities with several marketing efforts. A final goal of the campaign was to conduct a follow up survey to determine which communication efforts had an impact. The results will be used for future planning efforts as the Iowa DNR refines and expands its marketing efforts.

Campaign Time Frame: May 20 – July 15, 2018

Components and Results:

Web Page: www.iowadnr.gov/fishlocal featuring a searchable Google map of all community fishing locations, “Local Hot Spots” in the Des Moines Metro area, an event calendar and a “Buy Your License” link. Web page launched on 5/21/2018. Between 5/21 – 7/30 there were 10,599 web page views. A unique feature of the web page was a Community Atlas, or interactive Google map, that featured all of the community fishing locations in Iowa. Between 5/20 – 7/30 there were 14,613 atlas views.

Postcard Mailing: The Iowa DNR sent a mailing to inconsistent or lapsed anglers in the 11 target communities around the Des Moines metro area. The postcard was customized for each recipient based on their address using variable data to showcase local fishing hotspots in their community.



Postcards were mailed on 5/24.

E-mails: The DNR sent e-mails to almost 5,000 inconsistent or lapsed anglers (from the 20,000 on the postcard mailing who had an email address) encouraging them to “Fish Local” and “Buy their License.” This was supported by an email sent by WHO-TV, a local television station, to 50,000 in the metro who met the demographic profile of our target audience.

Email One – Sent to Targeted Lapsed/Inconsistent Purchasers on 5/23 Results:

- 4,955 sent
- 2,406 opens
- 1,552 unique opens (32%)
- 354 total clicks
- 277 unique clicks (6%)

Email Two – Sent to Targeted Lapsed/Inconsistent Purchasers on 6/13 Results:

- 4,904 sent
- 1,870 opens
- 1,204 unique opens (25%)
- 131 clicks
- 110 unique clicks (2%)

- In a separate effort, a local radio/television network sent an email blast on 5/22 to 50,000 in their email system who met demographics matching our target audiences in the metro area to encourage them to go fishing.
- Opens: 7,602 (15.02%)
- Clicks to www.iowadnr.gov/fishlocal = 671 (8.83%)

Iowa Living Magazine Ads: Iowa Living Magazine is a publication that reaches every household in the Des Moines metro with custom magazines for each community. (i.e., Urbandale Living, Pleasant Hill Living). The articles and ads are localized and garner a high readership rate. The DNR placed a half-page custom ad in magazines for 10 communities in the Des Moines metro area showcasing local hot spots. Total readership reached in this effort was 70,000.

Social Media Promoted Posts: The DNR created custom promoted posts for each community and targeted to Facebook “look-a-like” audiences who matched targets. The DNR also imported the e-mail addresses of our e-mail target to increase potential views. This was also supported with social content such as tips to take kids fishing and Father’s Day promotions. Additionally, the DNR conducted two Facebook Live sessions in the Des Moines metro during the campaign. This effort started on 5/25 and ran through 7/4.

Results:

- 3,434 Facebook referrals to Fish Local web page
- 41,042 people reached through Facebook ads
- 160,582 impressions from Facebook ads
- 2,864 click thrus on Facebook ads

Facebook Live Stats:

5/24 at Ankeny's Vintage Pond:

- People reached: 22,051
- Video views: 11,146
- # of Reactions: 462
- # of Comments 136

6/27 at West Des Moines' City Pond:

- People reached: 19,793
- Video views: 7,767
- Reactions: 329
- Comments: 83

Digital Ad Strategy: The DNR worked with two local media stations to create an online digital strategy that supported efforts. The digital strategy included:

- :30 pre-roll video streaming to zip codes in target audiences (<https://www.youtube.com/watch?v=hd5h0NMxkGY>)
- Banner ads on Weather Channel website
- Banner ads on WHO website
- Geo fencing of certain lakes

Started May 25 – July 15

WHO Digital Banner Ads:

- 85,006 impressions
- 20 clicks
- .02% Click thru rate

Scrolling Text on Smartphones:

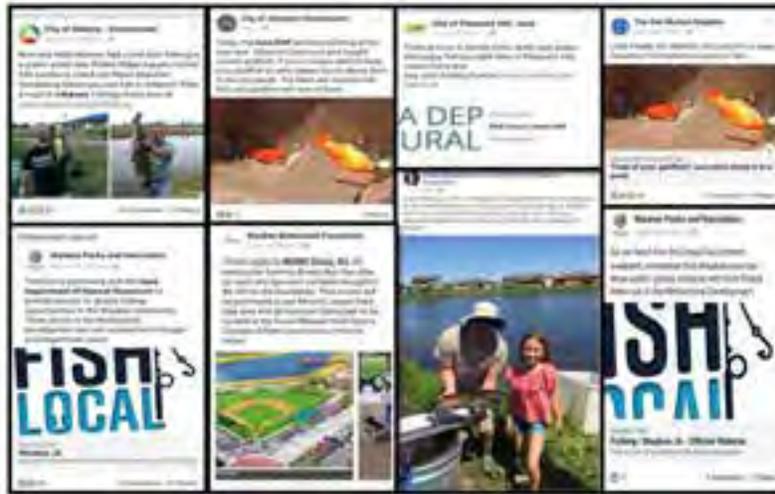
- 25,414 impressions
- 149 clicks
- .59% click thru rate

City Partnerships: Three e-mails have been sent to the communications directors of all communities in the targeted area, along with in-person visits and phone calls to community Park and Recreation directors to share information about the campaign and encourage partnerships. Additionally, the communications directors received links to an online press kit folder that included:

o Localized press release

- Ads
- Suggested social media content
- Logos/branding

Many communities provided fishing information, either branded with Fish Local or with the community brands.



Signage: The DNR created Public Fishing signs with the Fish Local logo that local communities were able to purchase and customize with their community logos. The signs will eventually be placed at all community public fishing spots in Iowa, creating a consistent, recognizable brand. 123 Fish Local signs installed in 11 communities across the Des Moines Metro Area.



Evaluation and Survey: The final step of the campaign was to evaluate this effort via an email survey to the targeted audience that purchased a 2018 fishing license during or immediately after the campaign. Overall response to the survey was low, with 57 people completed the online instrument (7.4 percent response rate) out of 764 targeted. A few interesting statistics included:

- 42.11% of respondents fished 2 to 5 times during the campaign, with another 49.12% fishing more than 5 times.
- 50% of respondents who went fishing during the campaign fished with a child.
- 77.19% fished at a local pond or lake in the Des Moines metro area.
- In a question that was framed as “check all that apply,” 43.86% recalled seeing a Fish Local email, 14.04% recalled seeing a postcard mailed to their home, 12.26% recalled local family clinics and special events promoting fishing, 10.53% recalled website ads and videos, 10.53% recalled city government communications about fishing, 8.77% recalled Iowa Living magazine ads and 3.51% recalled social media posts about fishing. Another 36.84% did not notice any of the communication efforts (which means 63.16% recalled seeing at least one of the Fish Local communication efforts).
- 10.53% said a Fish Local communication effort helped influence their decision to buy a license.
- 71.93% would like to get their fishing information through emails, with 45.61% wanting to get information from the DNR website, 28.07% from direct mailings to their home, 22.81% from social media, 17.54% from local magazines, 17.54% from local news, and 15.79% from city government communication channels.

The Iowa DNR mailed a customized postcard and two emails to a targeted group of past license purchasers who resided in the 11 communities highlighting unique fishing locations for their own community, along with messages to “Buy Your License.” The target audience included a combination of people received just an email, just a postcard, or both a postcard and an email. The total group targeted was 15,639 previous license buyers who had not yet purchased a 2018 fishing license. The mailing occurred on May 24, 2018. Additionally, the DNR held back a control group of 7,775 with similar past purchase patterns to determine overall lift.

Summary of Results:

Email Only # Purchased	Email Only # in Sample	% Purchased	Control Purchases	Control Sample Size	% Purchased	Lift Compared to Control
248	1,392	17.8%	406	7775	5.2%	12.6%

Postcard Only # Purchased	Postcard Only # in Sample	% Purchased	Control Purchases	Control Sample Size	% Purchased	Lift Compared to Control
1277	10,636	12.0%	406	7775	5.2%	6.8%

Postcard & Email # Purchased	Postcard & Email # in Sample	% Purchased	Control Purchases	Control Sample Size	% Purchased	Lift Compared to Control
546	3,611	15.1%	406	7775	5.2%	9.9%

Overall Results # Purchased	Overall Results # in Sample	% Purchased	Control Purchases	Control Sample Size	% Purchased	Lift Compared to Control
2071	15,639	13.2%	406	7775	5.2%	8.0%

Gross Revenue Based on Lift from Campaign (doesn’t include federal match): \$45,345

Partnerships with 11 communities in the Des Moines metro area were key to the success of the campaign. While participation varied, this first year included several articles, events and social media posts promoting local fishing opportunities. Signage at dozens of local ponds also helped to make fishing more welcoming in numerous city parks and housing developments. Additionally, the City of Johnston decided to hire a summer naturalist to provide fishing programming. The 11 communities included in the campaign were: Ankeny, Altoona, Bondurant, Clive, Johnston, Norwalk, Pleasant Hill, Polk City, Urbandale, Waukee and West Des Moines.

Community Programs Conducted by City of Johnston Naturalist

Programs were delivered during the months of June, July and August. Program topics included: Pie Iron Dessert Night. Family Night Hike, Friday Fishing Fun, Fishing with a Firefighter, Great Bike Ride Around Johnston, Learn About Iowa’s Prairies, Archery, Dutch Oven Dessert Night, Family Fishing Night and Wildlife Night. Over the course of the 2.5 months 266 participants attended at least one of the programs.

Significant R3 Effort #2: Multi-State Uniformed Survey Evaluation Effort

As a result of the 2018 WAFWA and MAFWA Workshops - Iowa DNR worked with Nebraska Game and Parks, National Wild Turkey Federation, Pheasants Forever and Virginia Inland Game and Fish to implement uniformed pre, post and follow-up surveys for their hunter education and R3 related programs. After six months of surveying we met up and reviewed findings, tweaked surveys as needed and will be reporting the results of this year long effort at the 2019 WAFWA/MAFWA R3 Workshop. Iowa surveyed approximately 2,500 individuals during this pilot evaluation effort. Copies of the surveys and their results can be made available upon request. Iowa Lead: Rachel.Ladd@dnr.iowa.gov

Other R3 Efforts of Interest

- Iowa DNR and Pheasants Forever are partnering to increase public hunting access, hunting related tourism, and quality habitat and farmer profitability. The project starts by offering producers and landowners' precision Ag consultation and analysis of their operation. PF staff work with them to find NRCS conservation programs that increase their income by creating wildlife habitat and then opening those acres up in Iowa's walk-in program – Iowa Habitat and Access Program (IHAP). To date, the initiative has enrolled 960 acres into IHAP and has worked with seven producers to increase their overall return on investment. The initiative also is working to create a marketing plan with several tourism partners that will promote Southwest Iowa as a world-class hunting destination.
- Iowa DNR along with several NGO partners (NWTF, PF and Delta Waterfowl) conducted a series of Learn to Hunt Classes catered to adults. The courses focused on hunting species such as turkey, waterfowl and pheasants. The students learned about scouting, equipment, hunting strategies and did some target practice as well. In 2019 the series will expand to add small game, dove and possibly deer. Additional partners will also be brought in including but not limited to Backcountry Hunters and Anglers. The aim will be to empower the NGO partners to conduct these courses so they can replicate statewide, but be offered and marketed using DNR resources. They will also feature a mentored hunt for participants. The program is a real WIN-WIN for DNR and the NGO partners who are both working to increase license numbers, conservation dollars and memberships. We had many successes during the 2018 pilot efforts. To highlight a few:
 - Eight new members recruited to Delta Waterfowl three of which signed up to be on the chapter board or a committee.
 - From the two-turkey hunting basic sessions held, we had 16 first time turkey tag buyers. 14 of which purchased their tags after attending the class.
 - Iowa DNR Shooting Sports Program conducted its first Field to Fork program in October 2018. Nine adult hunters were given the opportunity to learn archery basics during a lunch and learn program offered on Wednesdays over the course of approximately eight weeks at DNR Headquarters. The Explore Bowhunting Curriculum was used during the week day sessions. From there, the participants were loaned vertical compound bows and began practicing their shooting during those same lunch breaks at a nearby Izaak Walton League archery range. The Iles provided the participants with a free membership so they could continue to utilize the range throughout the remainder of the year. Partnerships were forged with local archery shops so participants could get their equipment properly fitted as time allowed in their schedules. Additional equipment and mentor support were also provided by Raised Hunting. Iowa Bowhunter's Association provided instructors and mentors throughout the duration of the program. Working with DNR State Parks staff, the participants were provided control tags at a state park for the duration of archery season. A mentored hunt and Field to Fork event was held for them to kick-off their archery season and provide them with an in the field experience. Many

of the participants went back to the park throughout the season with their mentors and some even tried hunting alone. One participant harvested his first deer just weeks after taking the class and to top it off, his wife bought him a bow for his birthday after joining the class. Some participants went on to purchase additional deer tags so they could hunt other locations in the state outside of the park. The program was such a success and generated so much interest from across the agency that there are plans to conduct three events in 2019. We will be looking to target local businesses and organizations in the areas where controlled access is available. We feel by targeting participants that work at or belong to a local business or organization we will then have the social support necessary for continuation throughout the duration of the program and into the future. This was extremely evident throughout our pilot effort and several friendships were forged beyond the workplace. Our Fisheries and Forestry sections are also looking to start up Lunch and Learn Programs in 2019 with sessions focusing on urban fishing, tree planting, urban landscaping and forestry health.

- Targeting schools and colleges. We have several efforts in the works targeting schools and colleges across the state. We are seeing an increase in the number of schools offering hunter education (in some cases making it mandatory for an entire grade). We are providing instruction in NASP to seniors majoring in education at the University of Northern Iowa. We are offering an online class for teachers and naturalists that take them through how to use the AFWA Conservation Education Tool Kit and Project Wild. We offer outdoor skills workshops for teachers in the summer that earn them continuing education credits. The teachers are then required to write curriculum implementing the skills learned into their classrooms. We are working with Iowa State University to immerse the R3 culture into their Natural Resources and Ecology Management introductory class. The class currently already offers students the opportunity to earn the hunter education certification and participate in several hands-on outdoor recreation-based sessions throughout the semester. We will be looking to incorporate a lesson on R3 including providing students background on the problem itself, the outdoor recreation adoption model, importance of evaluation, etc. We also will be looking to offer students taking this course the opportunity along with students through ISU Recreation Services to participate in Learn to Hunt and Mentored Hunt events. ISU Recreation Services is also looking to begin offering fishing programs in 2019-2020 school year along with possibly becoming an equipment loaner site.

Barriers to R3 Efforts

- Lack of dedicated broad-based funds (outside of Wildlife Restoration Section 4C & 10) available for R3 efforts. Makes it difficult to effectively market activities, provide coordination and programming for “gateway” outdoor recreational activities or provide funding/support to partners to carry out efforts (scalability).
- Lack of staffing dedicated to create, implement and effectively evaluate R3 efforts (not fully integrated into agency culture).
- No dedicated marketing dollars or resources. Agency currently does not have a full-time marketing position.



2019 Midwest R3 Report to the MAFWA Directors

State: Kansas Department of Wildlife, Parks & Tourism

R3 Lead: Tanna Fanshier; R3 Program Coordinator
Tanna.fanshier@ks.gov; (620) 672-5911

Hiring of Agency R3 Coordinator

- Agency R3 taskforce produced formal proposal to hire a full-time R3 coordinator (February 2018)
- R3 Coordinator position approved (July 2018)
- R3 Coordinator Hired (October 2018)

Training

- RBFF State Marketing Workshop (December 2018)
- WAFWA R3 Workshop (January 2019)
- Hunter Education Academy (March 2019)
- Trapping Matters Workshop, how to effectively communicate about and defend hunting and trapping (May 2019)
- Locavore Workshop, Farmington UT (May 2019)
- NCTC R3 Training, Shepherdstown, WV (June 2019)

Presentations

- Assisted in organizing first Kansas R3 Summit (January 2019)
- Gave R3 presentation at Kansas Natural Resource Conference (January 2019)
- Gave R3 presentation at Pheasants Forever State Convention (February 2019)
- Gave R3 Presentation at Hunter Education Academy (March 2019)

Partnerships and Outreach

- Established relations with Kansas Chapter of Backcountry Hunters and Anglers (BHA) (March 2019)
- Maintained strong partnerships with QDMA, Pheasants Forever, and NWTf
- Met with Kansas Wildlife Federation to discuss potential plans and partnerships (March 2019)
- Established contacts with local farmers market, planning for Fall Locavore event
- Formed Kansas R3 Committee with diverse representation from approximately 30 different organizations, industry members, NGO partners, independent groups, and non-profits to facilitate communication/collaboration and help inform the writing of the Kansas R3 Action Plan, first meeting scheduled for June 8th, 2019

Events and Evaluation

- NASP State Archery Tournament- 1st Survey Out, exploring relationship between NASP archery participation and hunting, will help inform future outreach and potential targeted marketing strategies
- Partnered with Kansas State University to host "Getting Started in the Outdoors" event, as part of the multi-state conservation grant program, "Evaluating the Promise and Potential Impacts of R3 Efforts Targeting College Students" (April 2019)

- Starting with Small Game, Guided Squirrel Hunt planned for June 1st, 2019, participants will get the opportunity to consume wild game harvested

Communications

- Produced Kansas R3 Factsheet and distributed to all agency members to form baseline understanding of the R3 program, challenges, and goals
- Established recurring “You, Me & R3” column in the *Kansas Wildlife & Parks Magazine* to communicate about R3, and highlight R3 efforts throughout the state
- Agency R3 Task Force voted in support of the establishment of a social media coordinator position to be shared between the Education and Information sections



2019 Midwest R3 Report to the MAFWA Directors

State: Kentucky Department of Fish and Wildlife Resources

R3 Lead: Olivia Dangler; R3 Coordinator
Olivia.Dangler@ky.gov; (502) 892-4493

Significant R3 Effort #1: Field to Fork (F2F)

R3 staff organized, planned and helped mentor 3 Field to Fork events; Fern Creek Turkey Field to Fork with 16 participants, University of Kentucky Field to Fork Workshop with 6 participants and Double Eagle NWTF Turkey Field to Fork with 21 participants.

Significant R3 Effort #2: NASP Alumni Association

Kentucky has been involved in piloting a NASP® Alumni Association and offered a “NASP® Alumni Shoot” during the State Tournament. 248 archers including past NASP® archers and coaches competed in this just-for-fun competition. The alumni archers were competing for an opportunity to donate NASP® equipment to start a new program at another school of their choice.

Other R3 Efforts of Interest

Aquatic Education

- Hosted beginner fishing event with 15 kids from a local school who were taught how to fish at KDFWR Headquarters.

Becoming an Outdoor Woman (BOW)

- February hosted Beyond BOW event as a tour of the KDFWR Center for Mollusk Conservation Center in Frankfort with 13 participants. In March, 7 participants attend the Introduction to Archery and Bowhunting at the Beyond BOW event held in Independence, KY.

Collegiate Workshops

- Kentucky Skeet Shooting with 3 participants and hosted Western Kentucky University Crossbow Clinic with 9 participants.

Fish and Wildlife Outdoor Fair

- KDFWR along with NASP® co-hosted a “Fish and Wildlife Outdoor Fair” where the 7,000 NASP® archers and approximately 15,000 spectators were given the opportunity to be introduced to a new outdoor adventure. Feedback from those hosting the Fair and those attending have been very positive.

Education

- Statewide there has been 88 courses. The total includes both instructor-led student courses and individual range days. Overall there has been 1,822 students that have been certified in hunter education.

Mentor Hunts

- Host Eastern Kentucky University and Rough Grouse Society New Hunter Mentor Program with 13 participants. Murray State University mentored Squirrel Hunt with 5 students who were developing hunters. Shags Run Mentor Grouse Hunt with 8 developing hunters.

Otter Creek Outdoor Recreation Area

- Created a marketing plan for 2019 in January outlining marketing strategies/improvements.

Increased people reached on Facebook by 277% within the last month (all organically), increased OCORA Facebook page followers by 83 in the last 3 weeks (all organically), Growing OCORA's Facebook engagement rate with each post by at least 3% each time (all organically), Increased OCORA response rate on Facebook to 95%.

R3 Promotional Events

- Cabela's Ladies Day Out with 7 attendees during Archery 101 and Knife Sharpening workshop held at Lexington Cabela's.



2019 Midwest R3 Report to the MAFWA Directors

State:	Michigan Department of Natural Resources
R3 Lead:	Dennis Fox; Recruitment and Retention Section Manager Foxd3@michigan.gov; (517) 284-6042

Significant R3 Effort #1: Statewide Outreach Efforts for Hunter Education and Shooting Programs

The Michigan Department of Natural Resources (DNR) was awarded the federal grant - Statewide Outreach Efforts for Hunter Education and Shooting Programs. This is a three-year grant that provides funding for partnership positions with the National Wild Turkey Federation (NWTF) and Pheasants Forever (PF) to provide outreach efforts aimed at stabilizing and increasing the number of unique hunters and target shooters in Michigan. The grant includes funds for equipment and supplies and the R3 Coordinators work with the DNR on how to utilize these funds.

Significant R3 Effort #2: R3 Coordinator Meetings

The Michigan DNR hosts bi-weekly R3 Coordinator meetings with participation by staff from the DNR, NWTF, PF, Michigan United Conservation Clubs (MUCC), Quality Deer Management Association (QDMA), Backcountry Hunters and Anglers (BHA), and the U.S. Fish and Wildlife Service. Discussion and planning of R3 events/programs, identifying R3 needs and emerging issues and implementation of the Statewide Outreach Efforts for Hunter Education and Shooting Programs grant are topics covered in these meetings.

Other R3 Efforts of Interest

License Sales System

- The DNR is working with a contractor to develop a new, upgraded license system for the sale of hunting, fishing and other licenses offered by the DNR. Upgrades will include easier purchasing of licenses via online, mobile apps and vendor locations and will be on-going over the life of the contract. The new system is scheduled to go live in February of 2020.

Non-resident hunting and fishing licenses

- The DNR launched a marketing campaign in March 2019 to increase license sales to nonresident customers through research-driven, targeted marketing. Through data analysis and surveys, specific groups of hunters and anglers were identified and sent digital marketing advertisements. The targeted advertisements brought potential customers to content with specific species, activities and locations developed from information gained in surveys. Also embedded within all the content was a final call to action to purchase a license.

Michigan Pheasant Hunting Initiative

- During the upcoming 2019 hunting season male pheasants will be released on select state game areas (SGA) in the lower peninsula as part of the Pheasant Hunting Initiative. The Pheasant Hunting Initiative on SGAs was passed by the Michigan Legislature which appropriated general fund dollars to the DNR for this Initiative. R3 pheasant hunts will be held at the Allegan (Nov. 2nd) and Shiawassee (Dec. 14th) state game areas under this Initiative. A broad coalition of conservation organizations are working with the DNR to offer these pheasants hunts and details are still be worked out.

Advanced Archers

- A new pilot program is being offered to ten schools that are active in NASP and offers students archery beyond NASP. The Advanced Archers pilot program is offered in partnership with Archers USA. The Advanced Archers I.S.C program focuses on a R3 mentoring plan, Recruitment (One Kid), Retention (One Bow), and Reactivation (One Hunt). This program is geared to recruit and retain young adults by advancing their archery skills and introducing them to today's more advanced archery equipment.

Angler R3 Plan

- The Michigan DNR has been awarded a grant through the Recreational Boating and Fishing Foundation to develop an Angler R3 Plan for Michigan. The DNR will be working with partner groups to create the Plan by fall 2019.

Learn to Hunt/Shoot

- Michigan continues to offer Learn to Hunt/Shoot programs through the leadership of partner groups such as NWTF, PF, MUCC, QDMA, and BHA.

Turkey/Pheasant Days

- NWTF and Pheasants Forever will again be offering Turkey/Pheasant Days in State Parks. These programs allow campers/state park visitors to shoot BB guns and learn more about turkey and pheasant hunting and habitat. These programs will be offered in 26 state parks during the summer and fall months.

Shooting Ranges

- The DNR is continuing to implement the Federal grant that allows for a statewide effort to upgrade existing and construct new shooting ranges to offer the public places to safely target shoot and get ready for upcoming hunting seasons.

Barriers to R3 Efforts

- Lack of access to places to hunt
- Lack of time to hunt and fish
- Aging hunting and fishing population
- Adequate number of mentors



2019 Midwest R3 Report to the MAFWA Directors

State: Minnesota Department of Natural Resources

R3 Lead: James Burnham; R3 Coordinator
James.Burnham@state.mn.us; (651) 259-5191

Capacity Building within the Minnesota DNR

- Hired Latinx Fishing and Hunting Skills Outreach Liaison
- Hired SE Asian (Karen Community) Outreach Liaison
- Hired Angling Skills Trainer
- Volunteer Mentor Coordinator to be hired June 2019
- Contributed R3 efforts to Division of Fish and Wildlife strategic planning process

R3 Programming

- Re-vamped Adult Learn to Hunt Deer 101 Program to include skinning and butchering content for students
- Re-vamping Adult Learn to Hunt Deer 102 Program to partner hunters and mentors earlier in the summer to work on hunting/shooting skills developments
- Expanded Adult Learn to Hunt Deer 101 to new location, Minnesota Valley National Wildlife Refuge
- Piloted Adult Learn to Pheasant Hunt with DNR Staff and Learn to Hunt Mentors
- Held twelve fishing programs for Latinx Community groups discussing rules, regulations, gear, equipment, and places to go fishing
- Hosted an after-hours DNR open house with emphasis on engaging Latinx community groups and providing opportunities to learn and buy licenses
- Developed and coordinated the first-ever Governor's Mentored Turkey Hunt in collaboration with National Wild Turkey Federation. All hunters were new adult turkey hunters partnered with experienced mentors
- Minnesota's Becoming an Outdoors Woman programming has expanded to more than 50 different classes offered annually
- Expanded partnerships with Minnesota YMCA to train summer staff and provide equipment to offer several additional fishing and aquatic education programs at up to 10-day camps throughout the Twin Cities Metro
- Continued partnerships with State Parks to continue support for summer interns to deliver fishing and aquatic education programs at nine different state parks throughout Minnesota

Minnesota Hunter and Angler Mentor Network

- Developed and codified requirements, expectations and benefits of participating in Minnesota Mentor Network in conjunction with previous mentor trainings and contributions from Pheasants Forever
- Partnered with the Minnesota DNR volunteer program to integrate mentor network into existing volunteer management processes
- Piloted two Certified Mentor Trainings in July 2018 with Pheasants Forever and one training in

April 2018 with Backcountry Hunters and Anglers Minnesota

- Hosted Mentor Appreciation Hunt with local partners (Three Rivers Park District), November 2019
- Hosted mentor information and listening session at MN DNR's Annual Commissioner's Roundtable (a stakeholder engagement event for invited individuals)

Minnesota R3 Grants

- Round 4 of Minnesota's R3 Grants cycle, awarded July 2018, resulted in over \$150,000 distributed to 10 applicants
- Round 5 of Minnesota's R3 Grants cycle was announced in January of 2019 with approximately \$300,000 available for projects to begin July of 2019

Communications, Outreach, and Training

- Multiple local press stories about mentor network, Adult Learn to Hunt program, Governor's mentored turkey hunt, pop-up bait shop (in partnership with RBFF), and Latinx outreach
- Attended regional FWS hunter's education workshop in O'Fallon, Missouri, April 2019
- Established communications with Student Chapter of Backcountry Hunters and Anglers, University of Minnesota-Twin Cities
- Developed connection with local leaders in Outdoor Afro-Twin Cities Metro



2019 Midwest R3 Report to the MAFWA Directors

State:	Missouri Department of Natural Resources
R3 Lead:	Kyle Lairmore; Outreach & Education Chief Kyle.Lairmore@mdc.mo.gov; (573) 522-4115 ext. 3364

Significant R3 Effort #1: Completion of R3 State Plan

Missouri's state R3 plan has been completed and the next step is presenting to partners to integrate their efforts into the plan.

Significant R3 Effort #2: Completion of Combined Event Management/Permit Systems

Missouri is now using an event management system for all agency events which integrates with our licensing system. This system will allow us to track participants who attend our events, evaluate our programs, conduct program surveys and identify pathways participants are taking to other programs or permit purchases. We will also discuss how to include partner programs in the event system as well.

Other R3 Efforts of Interest

- Agency Partner Meeting held October 2018
- Conducting participant surveys
- Completion of 2017 data dashboard, next dashboard will be 2018.

Barriers to R3 Efforts

- Target Marketing and finding ways to communicate with groups that don't know we exists or don't currently participate in our programs.
- All staff and division buy-in for R3 plan.



2019 Midwest R3 Report to the MAFWA Directors

State: Wisconsin Department of Natural Resources
R3 Lead: Keith Warnke, R3 Supervisor
 Keith.Warnke@wisconsin.gov; (608) 576-5243

Significant R3 Effort #1: Formalization and Expansion of State R3 Team

The vision of the R3 team is to promote an active outdoor lifestyle that includes fishing and hunting along with other recreational pursuits. As a result of agency alignment planning since 2016, a new R3 Team was created and implemented in the Bureau of Law Enforcement in 2018. WDNR hired its first ever R3 Team Supervisor in February 2018 to oversee the DNR’s integrated R3 Program. The existing Hunter Education Administrator, Hunter Education Assistant, and National Archery in the Schools Coordinator were transferred to the R3 Team. The Angler R3 Coordinator joined the team in November 2017 and another R3 Coordinator was hired in July 2018. The R3 Team works closely with two state R3 Coordinators hired by non-profit partners, Pheasants Forever (PF) and the National Wild Turkey Federation (NWTF). Additionally, we have four limited-term employees acting in support roles. Finally, five outdoor skills trainers (OSTs) were hired in May 2018 and have been placed in our regional offices.

Wisconsin’s R3 Team

Name	Title	Agency	Contact
Keith Warnke	R3 Supervisor	WDNR	Keith.Warnke@wisconsin.gov
Theresa Stabo	Angler R3 Coordinator	WDNR	Theresa.Stabo@wisconsin.gov
Emily Iehl	R3 Coordinator	WDNR	Emily.Iehl@wisconsin.gov
Dan Schroeder	Wisconsin NASP Coordinator	WDNR	Daniel.Schroeder@wisconsin.gov
Ashley Van Egtern	R3 & Hunter Education Specialist	WDNR	Ashley.VanEgtern@wisconsin.gov
Jon King	Hunter Education Administrator	WDNR	Jon.King@wisconsin.gov
Marty Moses	Wisconsin State Coordinator	PF	mmoses@pheasantsforever.org
John Motoviloff	Wisconsin R3 Coordinator	NWTF	jmotoviloff@nwtf.net
Andrew Krismer	Angler R3 & Safety Education Assistant	WDNR	Andrew.Krismer@wisconsin.gov
Ryan Serwe	R3 Assistant	WDNR	Ryan.Serwe@wisconsin.gov
Hunter Nikolai	R3 & Hunter Ed Assistant	WDNR	Hunter.Nikolai@wisconsin.gov

Significant R3 Effort #2: Angler R3

Grant Program

- Launched an Angler R3 grant initiative to direct funding toward partners who will have the wherewithal to deliver long-term programming, designed to grow the community of committed anglers.
- Eight organizations are expected to receive funds this year totaling \$44,612.
- Three high schools, two fishing clubs, one nature center, one community center and one group that serves disabled anglers comprise the group of grant recipients.

Outreach

- Exhibited at venues where we have an opportunity to talk with people who value sustainable lifestyle choices: Canoecopia, a paddling sport tradeshow that attracts many people seeking fishing kayak information; Midwest Renewable Energy Fair where we exhibit and invite attendees to try their hand at cleaning and cooking fish and game, after a demonstration. We collect names and emails at these events to generate a mailing list of prospective students and instructors for our classes.
- Placed combination ads about our Fishing for Dinner and Hunting for Food programs in regional farmer's market guides in Wisconsin.
- Helped coordinate a fishing outing that provided an opportunity for children from communities of color to fish with Lt. Governor Mandela Barnes and Secretary Preston Cole. Partners included the Urban Ecology Center who hosted the event, the Inner-City Sportsmen Club, E.B. Garner's Fishing Club, Hunger Task Force, and Milwaukee County Parks.

Fishing for Dinner (FFD)

- Conducted multi-day classes on ice fishing, fly fishing and pan fishing. Provide shore fishing and fishing from pontoon boats to mixed age groups.
- Partners include the Driftless Folk School, Madison School and Community Recreation, and community centers that serve people of color.
- Provided threshold fishing and fish cleaning experience to women at Horicon Marsh.
- Developed FFD instructor training guide to help facilitate the growth of this program.

Instructor Recruitment and Training

- Held Instructor training sessions at the Wisconsin Association of Environmental Educators and Wisconsin Lakes Association conventions and introduced the new FFD training materials that were then in draft form.
- Provided traditional Angler Education training to a small, but diverse group of people - fishing club members, teachers and master naturalists - and introduced them to FFD program.

Fishing in the Neighborhood

- Placed summer interns with partner organizations in Green Bay, Milwaukee and Madison, that serve communities of color.
- Interns provided repeated fishing experiences to youth, their parents and other adults.

Other R3 Efforts of Interest

- Refining and expanding hunter mentor training in partnership with Pheasants Forever (PF) and National Wild Turkey Federation (NWTF).
- Collaborated with PF and NWTF partners on Fishing for Dinner (FFD) and Hunt for Food (HFF) classes.
- Evaluated our email marketing efforts for first-time license buyers and lapsed license buyers for both hunting and fishing. The evaluation for fishing license renewal marketing was supported, in

part, with a grant (\$1750) from the Recreation Boating and Fishing Foundation (RBFF) - see attached case study.

- Approved funding for public and private shooting range improvements through WDNR's shooting range grant program.

Barriers to R3 Efforts

- Continue to encourage long-time angling and hunting instructors and organizations to move beyond the one-time, "how-to" clinic or experience to long-term programming and mentorship.
- Challenge remains to motivate and engage current anglers and hunters to recruit newcomers to these activities. Our primary challenge is recruiting and retaining mentors who will partner with us to increase the numbers of long-term participants.



2019 Midwest R3 Report to the MAFWA Directors

Organization: Archery Trade Association

R3 Lead: Josh Gold; Senior Manager of R3 and State Regulations
joshgold@archerytrade.org; (321) 537-3140

Launch of ATA Resource Website

Access for state agency, educators, instructors, etc. educational materials, marketing, templates – more to come.

Explore Bowhunting and Bowfishing Workshop

Upcoming Explore Bowhunting and Bowfishing workshop in Nebraska Aug 1 and 2. We are working with Aaron on more details, but by end of May should have more.

Other R3 Efforts of Interest

- North Dakota Archers USA Partnership, video and details about them hosting first Varsity tournament in conjunction with NASP.
- USA Archery Parks and Rec partnership in Michigan 2017 and Wisconsin for 2019, with academy 2.0 from ATA.
- Archery360 and Bowhunting360.
- IWLA Explore Bowhunting and archery academies in Iowa and Indiana.



PROUD MEMBER OF THE R3 COMMUNITY



HELPING MAKE THE GREAT OUTDOORS EVEN GREATER

A GO-TO RESOURCE FOR STATE WILDLIFE AGENCIES AND NGO PARTNERS TO GROW ARCHERY, BOWHUNTING AND BOWFISHING.

The R3 Movement is on a mission to recruit, retain, and reactivate hunters and recreational shooters. As a foundational partner, the ATA and its members can help you build support and participation.

- » Full access to Archery360.com and Bowhunting360.com, informative and engaging websites and social communities specifically designed to build excitement around bow sports. *Now with widgets partners can add to their own websites.*



| BOWHUNTING 360°

- » A collection of archery educational materials and programs, including brochures, introductory courses, instructional classes and advanced skills development training. Plus, our Archery Park Guide is a helpful how-to on building an archery park accessible to the entire community.
- » Grassroots support through local clubs, initiatives, and strategic retail partner programs.
- » Marketing Support. The ATA makes available a variety of marketing tools and programs—including access to a full photo library—designed to help you reach new audiences and promote the benefits of archery and bow sports.
- » Legislative advocacy. The ATA works to positively affect archery and bowhunting policy at local, state and national levels.

WE'RE RIGHT HERE WITH YOU

For support, visit archerytrade.org or contact one of our representatives below.

ATA GOVERNMENT RELATIONS:

Dan Forster
Vice President & Chief Conservation Officer
866.266.2776 Ext. 128
danforster@archerytrade.org

ATA EDUCATION PROGRAMS AND RESOURCES:

Josh Gold
Senior Manager of R3 and State Relations
866.266.2776 Ext. 107
joshgold@archerytrade.org

PAVING THE WAY

From lack of social acceptance to land management issues and inaccessibility to permits, we are united to helping you pave the way to participation for prospective bow sport enthusiasts.



2019 Midwest R3 Report to the MAFWA Directors

Organization:	National Wild Turkey Federation
R3 Lead:	Johanna Dart; Ohio R3 Coordinator for the NWTF jdart@nwtf.net; (248) 978-4675

Develop & Implement the OH R3 Step-Down Plan

- Hosted an internal comment period for the OH R3 Strategic Plan draft with ODNR employees and integrated feedback, December 2018
- Hosted a second R3 workshop for ODNR employees with CAHSS and WMI, January 2019
- Hosted the first annual R3 Summit for external partners, January 2019
- Forming R3 Committees and Subcommittees, first meeting to be held in summer 2019
- Implementing survey tools with select programs that meet R3 criteria
- Formation and coordination of implementation of Wild Ohio Harvest with communications and marketing, as part of one-stop shop for new learners visiting the ODNR webpage

Provide R3 Training for the Outdoor Recreation Adoption Model

- Collaborated with ODNR Outdoor Skills Specialists and various partners to create mentor hunting opportunities (Backcountry Hunters and Anglers' Hunting: An Introduction in Columbus area, Quality Deer Management Association, Sportsmen's Alliance, ODNR DOW turkey workshop, NWTF Hunting for Food)
- Collaborated on mentor training for NGO partners and hosted training for NWTF chapters
- Partnering with NWTF Save the Hunt Coordinator to host mentor workshops over the summer of 2019
- Consulting on mentor trainings for NGO partners, to be implemented by ODNR DOW Outdoor Skills Specialists in 2019

Develop Communication and Enhance Partnerships with Internal & External Partners

- Continuing to implement communication on social media channels
- Partnering on a podcast for non-traditional recreation users with Backcountry Hunters and Anglers
- Interviewed for articles on R3 with Game and Fish (Diversity in the Outdoors) and Hunt & Fish (Sharing the Legacy)
- Cultivated buy-in from NWTF state chapter for R3 efforts, including creation of an R3 grant available to local chapters from state board
- Presented R3 and outreach to new groups at conservation club meetings across Ohio, winter 2019
- Hosted meetings with ODNR DOW Outdoor Skills Specialists to discuss R3 and district-specific offerings, spring 2019
- Serving on the Hunting Heritage Strategic Planning Group, developing a strategic plan for R3 NWTF
- Presented R3 concepts to the NWTF National Board, May 2019

- Assisted in development and evaluation of NWTF Outfitter Hunt Pilot, May 2019

Expand Partnerships

- Presented R3 to the Wildlife Society student chapter, January 2019
- Presented R3 and wildlife funding at the Wildlife Diversity Conference to general public and non-traditional partners, March 2019
- Working with groups to identify, define, and adapt R3 efforts

Training

- Attended R3 session at The Wildlife Society Meeting, October 2018
- Attended NWTF All-Staff Meeting, November 2018
- Attended the joint MAFWA/WAFWA R3 meeting, November 2018
- Attended NWTF Convention and presented on the 'Engaging Woman in the Outdoors' panel, February 2019
- Attended Locavore Workshop, May 2019



2019 Midwest R3 Report to the MAFWA Directors

Organization:	National Wild Turkey Federation
R3 Lead:	Michaela Rahe; Nebraska R3 Coordinator for the NWTF mrahe@nwtf; (402) 471-2517

Significant R3 Effort #1: Program Evaluations

- In partnership with Iowa DNR, Virginia DGIF, and National Pheasants Forever, we have developed standard evaluation questions that each organization would ask before and after their hunting and shooting sports programs. In addition to immediately before and after the program, the group also developed a one-year follow-up survey for participants, to measure the program impact down the road. Data will be used to help program coordinators make workshop alterations, based off of attendee feedback. These survey results will also drive future program creation efforts and help evaluate if a program fits into the R3 structure.

Significant R3 Effort #2: Mentor Recruitment Campaign

- Beginning in July 2018, a compilation of 6 vignettes was released over the course of 5 months, to encourage hunters to mentor the family and friends. The main video received over 22,000 views, which was considered outstanding by the Nebraska Game and Parks social media experts.
- The Nebraska Game and Parks Commission has implemented three different mentor “competitions” in 2019. These include the following campaigns: Take Em’ Fishing, Take Em’ Hunting, and an internal staff mentoring challenge. Each individual campaign encourages staff and/or permit buyers to take out a new hunter or angler throughout 2019.
- Working with WMI to research mentor motivations.

Significant R3 Effort #3: Data Mining

- Continual data mining efforts with the Human Dimensions team at the University of Nebraska-Lincoln. The University team created a database, which can be queried by agency users, to learn more about license sale trends, of a certain permit type. This project is ongoing but is helping our R3 team notice focus areas for our efforts.

Significant R3 Effort #4: New Audiences

- Created the Collegiate Hunters of Nebraska (CHN) group, to serve as a student organization on the college campus and an advisory board to the Director of the Nebraska Game and Parks Commission. The organization on campus was created to serve as social support to college students, via social media and organized events. The college advisory board is a group of college (6) and high school students (2) who meet biannually, to provide feedback to the agency Director on permit prices, hunting and shooting sport barriers and more.
- Hosting our first locavore event, called Local Beer Local Protein. We will be partnering with a local brewery, during Nebraska’s largest farmer’s market, to talk to patrons about sourcing their own local protein through hunting. Following the tasting, we are hosting a fall learn to hunt workshop and a mentored hunt for adults.
- The Becoming an Outdoors Woman and the Women in the Outdoors programs have come

together in Nebraska, to make a greater impacts on ladies interested in expanding the time they spend in the outdoors. BOW and WITO are offering complementing programs, which allow people to build upon the skills they are learning, rather than attending a one-time workshop and never returning.

Significant R3 Effort #5: R3 Education

- Hosting first R3 Summit, since hiring their R3 Coordinator for Hunting and Shooting, in August 2019. This summit is geared towards bringing partners (agency, NGO, and industry) together to advance R3 efforts in Nebraska. A focus will be placed on how our local communities can impact hunters and anglers and how we can all work together to increase the amount of time hunters and anglers spend pursuing their outdoor passion.
- Increasing self-help resources available to our current and potential permit buyers through videos, podcasts, and blogs
- Developing a pilot program to help transition youth from NASP to Bow Fishing
- Hosted the National R3 Summit in May 2018
- Hosting the first ever Regional WITO/BOW conference, for the two organizations to share information and ideas but also learn how these programs fit into the R3 model.
- Coordinated Mentored Hunting Programs resulting in over 1,000 new hunter participants, many participating in multiple hunting opportunities across Nebraska including youth upland game hunting and mentored archery big game hunting.
- Coordinated two expos reaching 45,000 people providing families and convenient, safe and fun way to introduce members to awareness and skill-based hunter, angler and shooting sports activities.



2019 Midwest R3 Report to the MAFWA Directors

Organization:	National Wild Turkey Federation
R3 Lead:	John Motoviloff; Wisconsin R3 Coordinator for the NWTF jmotoviloff@nwtf.org; (608) 419-0041

Hunt for Food and Fishing for Dinner Programming

- Coordinated and conducted 5 Hunt for Food courses: WDNR (deer), Aldo Leopold Foundation (deer), Westby/Viroqua (deer, turkey, pheasant)
- Coordinated and Conducted 4 Fishing For Dinner courses: BOW (trout), WDNR (trout, bluegill), Natural Resources Foundation (bluegill)
- Coordinated and conducted 5 follow-up skills trainings – WDNR (squirrel), NWTF Board (squirrel), WDNR and Badger Hunt Club (pheasant, 3 programs)
- Planning for implementing Duck Hunting For Wildlife Professionals class to be held in Fall 2019.
- Administered and evaluated surveys to class participants
- Recruited partners to run Hunt For Food programming in Amery area (QDMA, PF, NWTF, Farm Table Foundation)
- Provided ongoing logistic and equipment support to Badger Hunt Club
- Worked with WDNR and PF staff to implement Adult Onset Hunting Course for Lincoln Larson study
- Worked to implement pilot study of Adult Onset Hunting programming among Midwest R3 coordinators for NWTF

Partner Training in NA Model and Outdoor Recreation Adoption Model

- Conducted trainings with the following organizations: Aldo Leopold Foundation, Mississippi Valley Conservancy, Becoming and Outdoors Woman, Wisconsin Wildlife Federation, Midwest Outdoor Heritage and Education Center, Badger Hunt Club, Trout Unlimited, National Wild Turkey Federation, Pheasants Forever, Ruffed Grouse Society, Ducks Unlimited, and the Izaak Walton League
- Partnered with the following organizations in R3 programming: US Fish and Wildlife service, Iowa DNR, Minnesota DNR, Illinois DNR, Viroqua Food Coop, Trout Unlimited, Driftless Angler Fly Shop, Hawkeye Fly Fishers, Quality Deer Management Association, Feather Ridge Game Farm, Westby Rod and Gun Club, Badgerland Pheasant Farm, and LL Bean
- Joined Sportsmen for Wetlands Association and organized Wetland tour for legislators and staff

Communications

- Developed mentor training materials in conjunction with Pheasants Forever staff and presented at the following locations: Amery, Oshkosh, Madison, and La Crosse
- Consulted on creation of Fishing for Dinner training materials
- Continued creation/revision of Hunt for Food instruction materials
- Wrote feature articles on R3 in National Wild Turkey Federation, Trout Unlimited, *Wisconsin Natural Resources*, and *Outdoor News* publications
- Gave presentations on R3 at National Wild Turkey Federation, Pheasants Forever, and Wisconsin

Hunter Education Association conventions

- Wrote bimonthly Save the Hunt Column in *Turkey Country* magazine
- Wrote and promoted monthly wild game column on National Wild Turkey Federation–Wisconsin website
- Assisted with two feature articles written on WDNR Hunt for Food program in the following publications: *The Milwaukee Journal-Sentinel* (Paul Smith), *Wisconsin Outdoor News* (Dan Small) Wisconsin, Fox Sports North, and NRA-TV

Service to Wisconsin DNR

- Served as judge for 2018 Wisconsin wildlife stamp competition
- Provided construction assistance at Columbia County Shooting Range
- Collaborated with Sporting Heritage Council on R3 issues
- Worked closely with WDNR Upland Game Biologist on regulation and policy issues
- Attended Wisconsin Legislative Sportsmen’s Caucus events
- Served on Review board for WDNR Shooting Range Construction grants



2019 Midwest R3 Report to the MAFWA Directors

Organization: Pheasants Forever
R3 Lead: Marty Moses; Wisconsin R3 Coordinator for Pheasants Forever
 mmoses@pheasantsforever.org; (608) 712-8625

Marketing and Outreach Reports for Retention and Reactivation of Hunters

Marketing and Outreach Events		Trainings and Pilot Programs	
Tally of events	Number reached	Tally of programs	Number reached
44	2171	23	312

To date, I have been involved with (running total since Aug 2017):

- 44 outreach events reaching at least 2171 people
- Co-hosted the first combined Hunter Mentor and Train the Trainer training event. The training was in Amery, WI (northwest WI) and was attended by PF, NWTF, QDMA, and Northwinds Wilderness School representatives. These four orgs are committed to hosting a series of R3 events and will include some multi-day workshops and some single day events with the intent to usher the same cohort through them all.
- Co-hosted an outreach table at Canoecopia (watercraft expo) in Madison.
- WI R3 team had an introductory meeting with rep’s from Izaak Walton League regarding new partnerships and R3.
- Was a guest speaker on the Wisconsin Public Radio program Route 51 that discussed the changing face of hunters. I was joined by Wisconsin’s Becoming an Outdoors Woman program coordinator. Presented on conservation and hunting, R3, and implemented a quasi-focus group survey to a class of 19 high schoolers at the request of the teach who I met at an Explore Bowhunting workshop in 2018. The teacher has developed and gotten a conservation science curriculum (founded on the NA Model and Conservation Funding System) approved through her local school.
- Attended PF’s R3 working group in Des Moines to discuss the PF R3 Plan, which will serve as a step down from the National R3 Plan developed by CAHSS and partners.
- Held a table to advertise PF and R3 work at the Horicon Marsh Outdoor Skills Day and spoke directly about R3 issues to 5 attendees.
- In cooperation with the Wisconsin Natural Resources Foundation, I lead a field trip to the Sauk Prairie State Rec Area to discuss the North American Model of Wildlife Conservation and the American System of Conservation Funding, 16 folks attended.
- Met with R3 teams from Iowa, Illinois, and PF to discuss and review how the Hunter Mentor Training program has gone and where improvements can be made.
- Spoke with Sauk Prairie School District Assistant Superintendent Jeff Wright about the potential to offer Hunter Safety, Mentor Recruitment, and Hunter Recruitment to school district staff. He was very interested and supportive of the idea. It is still being considered.

- Attended Fox River Valley Chapter meeting to introduce the R3 program ideas (7 Chapter leaders). The Chapter was interested in it and very willing to be “mentors” on the hunt day. They had reservations regarding planning and marketing an event. I relayed to them that that is why I am here. We will be working on an event in the Oshkosh area.
- Coordination with Sauk County Sportsmen for a learn to butcher deer class with an intent to donate processed venison to local community center/food pantry.
- Distributed Why Hunt and Perceptive Hunter Flyers to all Women Caring for the Land Events that the PF FBBs hosted (101 attendees with 16 responses to the flyers).
- NWTF and I had a very successful meeting with a super group of nine concerned organization leaders (NWTF, PF, QDMA, Farm Table coop, and local sportsmen) to talk about a series of recruitment events. We have set up a Train-the-Trainer follow up and have a series of core Hunt for Food programs identified on a calendar: Turkey, Pheasant, and Deer. NWTF and I will be serving as coordinators for this series, as opposed to event leaders. We will be looking to fill in the calendar with additional hunting, angling, outdoor rec, and land stewardship events to maintain participant engagement. The aim is to expose a consistent group of new participants to these activities and facilitate the development of a new social network.
- Attended the WAFW/MAFWA R3 Workshop. This was a tremendous opportunity to begin building a more holistic approach to R3 work. The underlying push was to get coordinated in our efforts, share BMPs and failures across states and regions, bring new R3 programs up speed, and push new ideas onto the agenda. We explored an example of a multi-state and multi-region work group to be more effective. We also touched on evaluation and gauging success.
- Developed a pilot “Focus Group” approach to discussing the hunter participation trends with 60 PF Chapter leaders at the 2019 State Convention. We showed 2 slides, declining deer rifle sales and declining small game license sales. We then broke the attendees in to five groups of approx. 9 folks. We recorded the focus group answers using a digital recording app and notes.
- Table/outreach at Central Wisconsin’s Farm Shed Food Fair. I shared a table with B.O.W. at this event and it was very well received. We engaged and shared info with at least 20 people directly, but many more grabbed info from the table. This led to a few good connections for future hunters and mentors. Also led to a request for a radio show interview and live Q/A hosted by WPR “Route 51” (will take place on April 11).
- Coordinating with WI R3 team to engage with a nationwide study led by Lincoln Larson, from NC State, to explore the perceptions and proclivities of University students regarding hunting and their willingness to participate. We are going to be part of the event/participation component. Data gathered from surveys/assessments will be collected and analyzed by Larson’s group.
- Participated on DNR “Off the Record” podcast show discussing R3 with DNR and NWTF partners.

Number of Trainings, Pilot Programs Initiated, LTH for Food and Fishing for Dinner Programs

To date, I have been involved with (running total since Aug 2017):

- 16 hunter recruitment events reaching 190 people
- 3 angler recruitment events reaching 50 people
- 4 mentor training events reaching 72 people
- Developed a virtual hunter mentor training program to pilot in Wisconsin. This virtual version is a pdf with hyperlinks to videos, presentations, audio, and articles. The virtual training will be shared with interested mentors around the state and then will be followed up with a weeknight social. At the social we will review a completion quiz, get final evaluations, and generally discuss the mentoring idea. I worked with John Motoviloff, NWTF R3 Coord, to develop this and we will

conduct the socials jointly.

- Hosted a successful Hunt For Food Turkey workshop at Horicon Marsh. We had seven participants, 3 of which have been participants in previous Hunt For Food workshops.
- Co-hosted a Learn to Shoot Shotgun clinic with six participants (we had more signed up, but the weather was bad, so a handful cancelled).
- Attended the USFWS NCTC for the first R3 Training.
- Attended a Wisconsin Wingshooting train the trainer clinic.
- Assisted DNR, NWTF, and BHA on a pan fishing follow up opportunity to 13 recent program attendees.
- Served as a mentor/assistant on a Learn to Hunt Deer workshop in northern Wisconsin with Wisconsin's Becoming an Outdoors Woman team. Thirteen women from three states attended (farthest travelled was from Indianapolis, IN) ages ranged from mid-50's to college.
- Coordinated a Hunt for Food Deer class at Richard Bong State Rec Area for 8 adults.
- Mentored on a BOW trout fishing class on Iowa/Wisconsin border for 25 women.
- Partnered with NWTF for Hunt for Food Deer class in Viroqua for 11 adults.
- Partnered with Backcountry Hunters and Anglers and Wisconsin Bowhunters Association on a Learn to Bowhunt class. The class ran for 6 weeks and culminated on a weekend hunt. 12 students completed the class.
- Partnered with DNR on a Hunt for Food Deer at Horicon Marsh State Wildlife Area and nearby Glacial Habitat Restoration Area properties. The class ran for three days (Thurs, Fri, Sat) then hunted the following (Fri, Sat). Five students completed the class.
- Conducted the first WI Hunting Mentor Virtual Training in Oshkosh, WI. Invites were sent to 45 people including local Hunter Education instructors, Pheasant Forever Chapter leaders, National Wild Turkey Federation Chapter leaders, and local contacts. 15 folks attended the social evening portion Immediate responses were all positive and the virtual training content was a convenient format.
- Assisted the Ozaukee/Washington PF Chapter on their annual Novice Pheasant Hunt. This was a game farm hunt for youth and adults new to hunting pheasant. 28 hunters attended, 14 youth and 14 adults.
- Worked with Dodge County Pheasants Forever Chapter to host a pheasant hunt for 6 adults; 5 of the 6 were students from previous classes.
- Co-hosted a second Hunter Mentor Virtual Training social for 5 mentors in La Crosse, WI. However, we invited 3 adults that were part of a recent Hunt for Food deer class to share their experience and found that this added a lot to the event. A cool story that come out of this was the revelation that a married couple had anticipated being paired together but ended up being separated (I took the husband and Becky Brathal took the wife). The wife said to our group that if she was with her husband, she probably would not have taken a shot. As it turned out, she has more time, patience, and confidence being by herself with a mentor that she was able to successful harvest the 3rd deer that passed her way. Her husband also harvested a deer on his first opportunity.
- Planning for an early spring Wingshooting/Learn to Shotgun clinic with WDNR partners.
- Teleconference with WDNR, WI BOW, and NWTF to discuss the successes and challenges of mentor training and how to move it forward together. We also discussed a state level mentor database.
- Coordinated with NWTF to co-host a Learn to Hunt Pheasant for 6 new pheasant hunters, these 6 are folks that attended a Hunt for Food Deer workshop in Fall 2018, ORAM connection.

